Office Appliances

WITH THE KEY ON THE COVER

THE NEWS AND TECHNICAL TRADE JOURNAL of OFFICE EQUIPMENT

Founded by GEORGE H. PATTERSON
Edited by EVAN JOHNSON

AUGUST, 1928

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417 S. Dearborn St., Chicago

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¶ **OFFICE APPLIANCES** is a news and technical trade journal, serving the entire industry of office equipment. It covers the manufacture and distribution of office machinery, office devices, office furniture, office supplies and the entire range of commercial stationery. Its comprehensive news reports of the industry and its valuable special articles upon subjects germane to its field have given it unusual prestige. It serves a clientele composed of managers and agents for the various office machines, devices and supplies, commercial stationery dealers and many of the largest corporations in the United States. It also reaches some dealers in fifty-four other countries who deal in American office equipment.

¶ **SUBSCRIPTION RATES** payable in advance, in the United States and its possessions and Mexico — one year, $2.00; two years, $3.00. Canada — one year, $2.50; two years, $4.00. Foreign, all countries in the Postal Union, the equivalent of $3.00 American gold for one year and $5.00 for two years. Remittances may be made by personal checks, drafts on New York or Chicago, Postoffice or Express Money Orders, or in American Postage Stamps or currency, if sent by registered mail.

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¶ Entered as Second-Class Matter, July 8, 1905, at the Postoffice at Chicago, Ill., under Act of March 3, 1879.

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The Service Bureau of Office Appliances

is maintained for the exclusive use of subscribers and advertisers. In the execution of its various commissions this bureau calls upon practically every member of the staff. It answers by personal letters all inquiries upon matters germane to the field, it furnishes special reports upon articles of office equipment, supplies names of manufacturers of any article wanted, puts man and job together, prepares advertising copy, furnishes lists of desirable agents and dealers in nearly every country, aids foreign dealers in securing U. S. A. lines, and in many other ways performs useful service, all without charge. Subscribers in every land have made, and are making, good use of this bureau; manufacturers in every section of the field have had evidence of the service. Subscribers' requests for catalogues to bring their files up to date, or to replace the file in case of fire or other form of destruction, are broadcasted in a bulletin which is mailed frequently to leading manufacturers.

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The rate for Classified Advertisements

WANTS and FOR SALE

is eight cents a word, Minimum charge, $1.60.

SITUATIONS WANTED

MAN, 28, with nine years' experience in office supply, would like position with reliable concern; best of references. Address P-67, care Office Appliances, Chicago.

SITUATION WANTED — Manager stationery department, twenty years' association with the business. Fully conversant with stationery, loose leaf and office equipment. Address M-53, care Office Appliances, Chicago.

POSITION WANTED—Manager office furniture and equipment department. Thorough knowledge of steel and wood lines. Fifteen years' experience. Now department manager. Address R-48, care Office Appliances, Chicago.

MANAGER DESIRES POSITION—Thoroughly experienced in all branches of stationery business including furniture, filing, loose leaf, typewriters, adders; can handle mail order, compile catalog. Spent lifetime in business. Recently sold out interest in office equipment store. Box A-48, care Office Appliances, Chicago.

TYPEWRITER AND ADDING MACHINE Repairman, factory training and six years' practical experience in the field, will be open for an attractive proposition on or about December first this year. Negotiations from dealers desiring an A-1 service man with sales experience, are solicited now. Address W-52, care Office Appliances, Chicago.

SALESMAN, ten years' experience in steel office equipment field in New York City, with one concern, wishes position as sales supervisor or New York sales representative for steel equipment or office specialty or appliance concern. Have successful sales record selling large corporations. Address L-55, care Office Appliances, Chicago.

SALESMEN WANTED.

SOLE AGENCY for the sale of papers with water marks of the customer. Salesman wanted. Address A-49, "Europe," care Office Appliances, Chicago.

SALESMAN—Typewriters, adding machines, office appliances and specialties. One with mechanical experience preferred. Old established firm Southeastern Michigan. Answer fully X-139, care Office Appliances, Chicago.

WANTED—Men who can sell carbon paper to handle direct factory distribution on terms most attractive to both customer and salesman. Address P-57, care Office Appliances, Chicago.

FLEXIBLE, UNBREAKABLE sealing wax. Amazing novelty! Salesman wanted by an European house. First rate novelty. Please write under Z-89, care Office Appliances, Chicago.

HUSTLING TYPEWRITER sales and service man to manage business six months or longer. Good proposition. Car and small furnished house. $500 cash bond required. Columbus (Miss.) Office Equipment Company.

SALESMAN WANTED—To sell Transo (one-piece window) envelopes. Every office a prospect; over 50,000 users; steady repeaters; protected territory; full or part-time, experience unnecessary. Transo Co., 3542 N. Kimball, Chicago.

STATE MANAGER—Marvelous invention, seals 3,000 envelopes hourly! Sells $4.50 only; equals work expensive electric machines. Offices buy 1—100. Exclusive trial offer. Write quick! Rede 10 B, Winthrop Bldg., Boston.

WANTED—Several office chair salesmen to cover territory east of the Mississippi river. A popular priced line. In making application, give references and other lines handled. Address K-47, care Office Appliances, Chicago.

WONDERFUL NEW SIDELINE. Big commission with order. Sell printing for every business at half price. Copyrighted illustrations free. Just take order. We do the rest. Pocket Outfit free. Salesmanager, 1522 Wells Van Buren Bldg., Chicago.

OUR TWO HIGH-GRADE TYPEWRITER SPECIALTIES can be sold by typewriter salesmen, repair men, supply and specialty salesmen. This is a golden opportunity for any salesman calling on office trade. Territories are being allotted now. Write for details and selling plans. Address R-47, care Office Appliances, Chicago.

OFFICE APPLIANCE MANUFACTURER has several splendid openings in the Southeast for capable salesmen, who are earnestly applied to business and eager to reach highest earnings as well as the splendid future that awaits the successful man with this institution. Apply in writing to district manager, 407-101 Marietta Street Building, Atlanta, Ga.

WANTED—Dealers and manufacturers' agents for a line of built-to-order loose leaf accounting forms, manifolding books and sets, lithographed business and bank stationery, bookkeeping machine sheets, cards, etc. This is not a stock line. Every job is made up special. Protected territory. Attractive brokerage paid on entry of orders. S-86, care Office Appliances, Chicago.

ASSISTANT SALES MANAGER wanted for company manufacturing a high grade office specialty. Only machine made for its purpose. Past experience as manager of office for duplicating machine company or in letter shop business an advantage but not essential. Give complete information. Address V-50, care Office Appliances, Chicago.

"THE PHON-ESCO" is a patented voice silencer designed for confidential conversation, clear transmission, and a quiet office, enables speaker to hear as well as the person you are speaking to. The PHON-ESCO is very light, made of soft aluminum. A time saver (time is money), and will pay for itself many times before thinking of replacement. It is now being exported into the foreign countries and selling hundreds in the United States." Price only $7.50. For agents liberal discount and further information address K-M Supply Company, 123 W. 8th St., Kansas City, Missouri, distributors and manufacturers.

MECHANICS WANTED.

COMBINATION Typewriter repairman and salesman of real ability wanted. Muncie Typewriter Exchange, 308½ S. Walnut St., Muncie, Indiana.

FOR SALE AND WANTED TO BUY.

ELLIOTT-FISHER billing and bookkeeping machines bought and sold. Maloney, Gilmore Co., 508 S. Dearborn, Chicago.

WANTED—Dictating machines. Give model, price, and serial number. Address Y-51, care Office Appliances, Chicago.

ELLIOTT-FISHER machines bought, sold and rebuilt. Teeter-Warsh Co., Plankinton Arcade, Milwaukee, Wis.

DISTRIBUTORS WANTED.

REPRESENTATIVE WANTED to handle New York agency of an Austrian manufactory of an automatic bank note counter. Write with references to Automatische Geldzahlapparate-Gesellschaft & Co., Vienna, Austria, I. Kumpfgasse 7.

REPRESENTATIVES, with experience in Duplicator field can secure exclusive territory on complete line of Stencils, Ink, Ribbons, etc. Old established house, nationally known. Give experience in detail. Address N-71, care Office Appliances, Chicago.

REPRESENTATIVES with a thorough knowledge of the duplicating industry, or with multigraph experience, to represent SETOTYPE in fertile territories. Address communications, with full details, to the Sales Manager, Typographic Machines Company, 200 Davis Avenue, Dayton, Ohio.

MANUFACTURERS of Steel Equipment, fully equipped to make book cases, cabinets, in wood grain finishes, any style, quantity production. Let us estimate. Loewy, 200 5th Avenue, N. Y. C.

SALES CORRESPONDENT WANTED.

ESTABLISHED office furniture manufacturer with business connections throughout the country, has an opening for a young man of good education and splendid personality to handle sales work by correspondence. In most cases he will have the assistance of a force of trained salesmen. In some instances he will handle the business by correspondence only. Experience in custom-built steel office equipment desirable but not essential. We are particularly interested in finding some young man of initiative, enthusiasm and character who can conduct the kind of correspondence that produces results. Send complete information to T-54, care Office Appliances, Chicago.

LINES WANTED.

EXPERIENCED OFFICE APPLIANCE salesman traveling through south and southwest wishes to hear from manufacturer of a high class specialty selling direct to consumer or trade. Commission basis. Address O-85, care Office Appliances, Chicago.

CHICAGO AGENCY WANTED—A salesman with an outstanding record for successful achievement with office machines in the Chicago metropolitan district intends to establish a business as manufacturers' agent in Chicago. Has ample capital to finance the enterprise. Seeks commission agencies only. Will specialize in high grade non-competing machines and devices. Extensive acquaintance with purchasing agents, extending over twenty-five years. Competent, reliable. Strictly business. References. Address N-72, care Office Appliances, Chicago.

LINES WANTED, ABROAD.

ITALY—DAMIANI & GIORGIO—VENICE—special organization typewriters and supplies. House established 1866. Particular interest given to portable typewriters.

FOREIGN representative with nine years' thorough experience covering Europe, Asia, Australia, and New Zealand, seeks to connect with reliable manufacturer or manufacturers of non-competing lines, requiring representation abroad. Knowledge eight languages. Address J-52, care Office Appliances, 100 East 42nd St., New York City.

EXCLUSIVE REPRESENTATION for Sweden—Experienced, financially responsible and reliable company wants to hear from manufacturers of specialties for filing, bookkeeping and office-equipment (not furniture). Address Iduns Tryckeriaktiebolag, Stockholm, Sweden.

Business Opportunity Inquiries

The detailed inquiries which follow have been received direct from readers of Office Appliances. They are tangible business opportunities which are well worth following.

Wanted Abroad

Abroad—A foreign representative with nine years' thorough experience covering Europe, Asia, Australia and New Zealand, seeks to make a connection with reliable manufacturers of non-competing lines. The organization has a command of eight languages. Address J-52, care Office Appliances, 100 East Forty-second street, New York, N. Y.

Adelaide, South Australia—Brady & Brady, public accountants, 3 Verco building, North Terrace, desire sole agencies for office equipment lines requiring development of the Australian market.

Barranquilla, Colombia — Libreria Cervantes, Emilio Royo, Apartado 233, is open for exclusive agencies in the office appliance and stationery lines. This organization has the agency

for one of the well known American fountain pens, and Office Appliances can send to interested manufacturers the name of the fountain pen manufacturer whom Mr. Royo represents.

Bergen, Norway—Moderne Fooretningsutstyr wishes to secure the agency for American portable and standard typewriters. Other meritorious office equipment lines can be handled to advantage. The company now represents several well known American office equipment manufacturers.

Curaco, Dutch West Indies—Jack A. Abady, Box 102, Calle Ancha No. 14, wishes the exclusive representation of a line of steel office furniture made in the United States, including desks, safes, files, etc. He appears to be acquainted with the local office equipment situation.

Havana, Cuba—Juan Llansa desires additional lines to represent in this country. He is experienced in stationery and office equipment lines.

Havana, Cuba—E. J. Casanova, Consulado 71, wishes to secure additional office equipment, supply and specialty lines made in the United States. He is well recommended by the manufacturers for whom he sells in Cuba.

Leningrad, U. S. S. R.—John P. Mendeleef, Liteiny 55, wishes to receive descriptive literature on typewriters, adding and calculating machines, addressing machines, filing cabinets, loose leaf devices, typewriter ribbons, carbons, supplies specialties, etc. Mr. Mendeleef is a pioneer in the introduction of American office machines into Russia, and a man whose part in their popularization in that country cannot be overestimated.

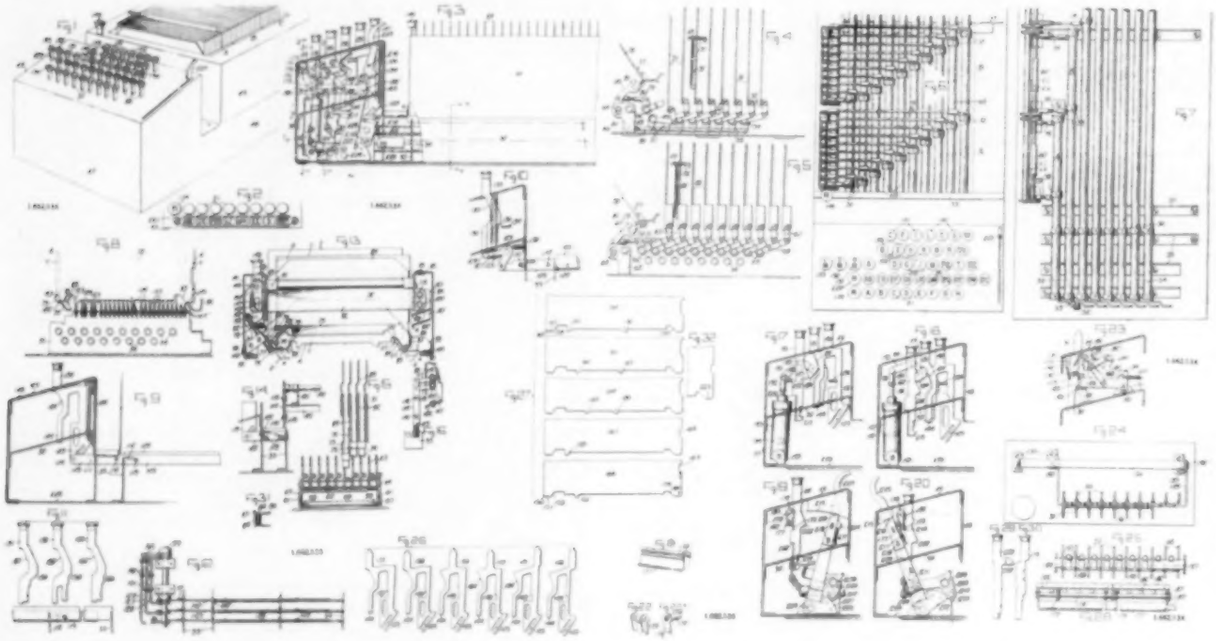
Rome, Italy—E. Marriello, Corso Umberto 101, seeks an opportunity in the distribution of typewriters or other office equipment in this country. He was connected with the Remington Typewriter Company in Europe twenty-four years in managerial positions. He speaks five languages, knows the European field and many of the individual dealers.

Wants Here at Home

Helena, Ark.—The Nichols Printing Company desires to extend its activities to office equipment, supplies and appliances. Manufacturers are requested to send price lists and discount sheets at once. The company has been in the printing business the past sixteen years.

Los Angeles, Calif.—The Western Sales Company, 224 West Eleventh street, desires one or more good office appliance or specialty lines. The present lineup consists of stapling machines, duplicating supplies, mechanical pencils and a number of smaller items. The company wholesales to the trade, traveling twelve men in Washington, Oregon, Arizona, New Mexico, California and El Paso, Texas.

Providence, R. I.—Bene's, Inc., formerly at 26 Custom House street, has moved to the New Industrial Trust building. The company has an established office equipment and printing business. The catalogue files are being brought up to date, and manufacturers are requested to send their latest issues with prices and discounts.



1,662,534—Card-Index Device; patented March 13, 1928, by Donald A. Nevin, Waynesboro, Penna., assignor to Autodex Company, Waynesboro, Penna., a corporation of Pennsylvania.

The object of this device is to provide a means by which "a single card or group of cards may be selected out of a large number of cards in a tray or container in a manner which is expeditious and certain." Cards may also be returned to position without the use of indicators extending above the upper ends of the cards. A further object is to provide a means for selecting out cards which shall have a minimum tendency to crumple, break, or otherwise injure the cards.

Keys in the first row of the keyboard, as shown above, indicate the first letter of the surname. To operate the device, one first depresses the appropriate key in this row. This is followed by the depression of the proper key in the second row, which indicates the first letter of the Christian name, and subsequently by the depression of a key in the third, fourth, or fifth row, indicating the middle initial. Provision is also made for the use of certain keys to indicate any desired classifications, such as "Overdue," "Paid," etc.

This device is calculated not only to select out quickly, but also to replace cards with dispatch, to make their filing easy and rapid, and greatly to facilitate the finding of improperly filed cards.

The RECENT PATENTS

Copies of patents herein listed can be obtained from the Commissioner of Patents, Washington, D. C., for ten cents each in cash, postoffice money orders or certified check. Stamps and personal checks not accepted.

16,951. Typewriting machine. Alfred G. F. Kurowski, Brooklyn, N. Y., assignor to Underwood Elliott-Fisher Company, New York, N. Y., a corporation of Delaware. Filed December 1, 1926. Serial number 152,045. Original number 1,603,-918, dated October 19, 1926. Serial number 662,613, filed September 14, 1923. Reissued May 1, 1928.

1,667,773. Typewriting machine. Gustave O. Degener, Brooklyn, N. Y., assignor to Royal Typewriter Company, Inc., New York, N. Y., a corporation of New York. Filed February 12, 1926. Granted May 1, 1928. Serial number 87,874.

1,667,744. Loose leaf binder. Frank C. Skiles, Chicago, Ill. Filed September 2, 1919. Granted May 1, 1928. Serial number 321,012.

1,667,812. Calculator. Erwin H. Miller, Los Angeles, Calif. Filed December 7, 1925. Granted May 1, 1928. Serial number 73,545.

1,667,917. Machine for copying by the hectograph principle. William Erastus Williams, Wilmette, Illinois, assignor to Ditto, Inc., Chicago, Ill. a corporation of West Virginia. Filed March 25, 1925. Granted May 1, 1928. Serial number 18,326.

1,667,938. Sample case. Harry H. Labadie and Burton B. Beers, Chicago, Ill.; said Beers assignor to Knickerbocker Case Company, Chicago, Ill., a corporation of Illinois. Filed Jan. 24, 1927. Granted May 1, 1928. Serial number 163,068.

1,667,978. Loose leaf binder. Henry C. Miller, Milwaukee, Wis. First Wisconsin Trust Company of Milwaukee, executor of said Henry C. Miller, deceased assignor, by mesne assignments, to H. C. Miller Company, Milwaukee, Wis., a corporation of Wisconsin. Filed June 25, 1925. Granted May 1, 1928. Serial number 39,511.

1,667,979. Loose leaf binder. Henry C. Miller, Milwaukee, Wis.; First Wisconsin Trust Company of Milwaukee, executor of said Henry C. Miller, deceased, assignor, by mesne assignments, to H. C. Miller Company, Milwaukee, Wis., a corporation of Wisconsin. Filed July 29, 1925. Granted May 1, 1928. Serial number 40,313.

1,668,069. Loose leaf binder. Charles C. Gruhler, Fort Thomas, Ky. Filed March 7, 1927. Granted May 1, 1928. Serial number 173,456.

MINTINGS

A Page Dedicated to Progress

Principle is defined in the dictionary as the fundamental truth of all things. True progress consists in getting these truths into consciousness, whereby thoughts, words and acts are directed in accord with principle.

"One must seek discoveries for himself in the spiritual realm in quite the same adventurous spirit in which every discoverer has faced the unknown. Just as America had been in existence for ages before it was discovered by Europeans, so there is within reach of everyone a vast realm of spiritual Truth that is new only in the sense that it needs to be discovered by the individual.

"In this realm of spiritual Truth one can make many wonderful discoveries that will lend enrichment to life. This Truth is a part of the Word that has existed from the beginning, yet in effect the individual will find it as new as Columbus from the land that he sighted from the deck of his small ship.

"Man gains admittance to this spiritual realm only through his mind. Mind is the exploring faculty in spiritual things as it is in mechanical things and in electrical things."—Unity.

* * *

"Man is a mirror within a mirror, and his perception of things is a reflection of the thought of God."—G. Bruno.

* * *

When the gods come among men, they are not known. Jesus was not; Socrates and Shakespeare were not. Antaeus was suffocated by the grip of Hercules, but every time he touched his mother earth his strength was renewed. Man is the broken giant, and in all his weakness both his body and his mind are invigorated by habits of conversation with nature. The power of music, the power of poetry to unfix, and as it were, clap wings to all solid nature, interprets the riddle of Orpheus, which was to his childhood an idle tale. The philosophical perception of identity through endless mutations of form makes him know the Proteus. What else am I who laughed or wept yesterday, who slept last night like a corpse, and this morning stood and ran? And what see I on any side but the transmigrations of Proteus? I can symbolize my thought by using the name of any creature, of any fact, because every creature is man, agent or patient. Tantalus is but a name for you and me. Tantalus means the impossibility of drinking the waters of thought which are always gleaming and waving within sight of the soul.—Emerson.

"Is not mind simply that which enables us to merge finite reality in the infinite possibility around it? Or, to put it differently, is not mind the universal virtuality, the universe latent? If so, its zero would be the germ of the infinite, which is expressed mathematically by the double zero (00).

"Deduction: That the mind may experience the infinite in itself; that in the human individual there arises sometimes the divine spark which reveals to him the existence of the original, fundamental principal Being, within which all is contained like a series within its generating formula. The universe is but a radiation of mind; and the radiations of the Divine mind are for us more than appearances; they have a reality parallel to our own."—Amiel's Journal.

* * *

" 'Sweep away the Illusion of Time; glance, if thou have eyes, from the near moving cause to its far-distant Mover. The stroke that came transmitted through a whole galaxy of elastic balls, was it less a stroke than if the last ball only had been struck, and sent flying? O, could I (with the Time-annihilating Hat) transport thee direct from the Beginnings to the Endings, how were thy eyesight unsealed, and thy heart set flaming in the Light-sea of celestial wonder! Then sawest thou that this fair Universe, were it in the meanest province thereof, is in very deed the star-domed City of God; that through every star, through every grass-blade, and most through every Living Soul, the glory of a present God still beams. But Nature, which is the Time-vesture of God, and reveals Him to the wise, hides Him from the foolish.' "—Carlyle.

* * *

"The Parable of the Acorn"

"I pluck an acorn from the greensward and hold it to my ear; and this is what it says to me:

" 'By and by the birds will come and nest in me. By and by I will provide warmth for the home in the pleasant fire. By and by I will be the shelter from the storm to those who have gone under the roof. By and by I will be the strong ribs of the great vessel and the tempest will bear against me in vain, while I carry men across the Atlantic.'

" 'Oh, foolish little acorn, wilt thou be all this?' I ask.

" 'YES; GOD AND I.' "—Lyman Abbott.

B. L. WINCHELL,
Chairman of the Executive Committee

WILLIAM T. MERRILL
President

Mr. Merrill, formerly Vice President and General Manager, has been elevated to the office of President of Remington Rand Business Service, Inc. Mr. Winchell, for many years President of the Remington Typewriter Company and recently Chairman of the Board of Directors of Remington Rand Business Service, Inc., has been elected Chairman of the Executive Committee. (*See Page 35*)

Office Appliances

The Value of Co-operative Effort

By C. A. Netzhammer—Delivered at Columbus, O., Before the Recent Regional Convention, Fifth District, N. A. S. O. O. M.

BIRDS, animals and certain insects associate together for mutual protection. They have their codes of conduct, rigidly enforced. Sentinels warn of danger; scouts discover and impart the knowledge of food areas. Within the simple requirements of their natural state they fulfill every function of the ideal association. Only those animals hunt alone that nature has made fierce and strong and armed with natural weapons of destruction.

An industry, like the community, is made up of its several units. They have within them on the one hand the seeds of co-operative advancement whereby the strength of the mass is added to the resources of the individual; and on the other hand they possess the elements of destructive action if and when, like opposing chemicals, they refuse to blend and demand the ultimate of individualism. Unco-ordinated, these elements work selfishly and narrowly, until solitary self-interest, grown gigantic, sees with but one eye and destroys itself with its own stupidity.

Enterprise without regard to others—business without the longer vision of the spirit of union—carries the burden of suspicion, conceived of jealousy and born of ignorance. It disregards principles except as they are laboriously discovered and tested on a tiny scale each man for himself in the slow and too often deadly school of experience.

What is true of mankind is true of industry. It is true of this industry, which encounters grave problems and is subject to attack by elements which seek to profit from the substance upon which it is built. Associated together, we can learn from each other and from our enemies. Working alone, the majority must eventually fail.

It is a singular phenomenon and one, I believe, without parallel, that retail merchandising is the only profession which, it appears, can be learned without going to school. Most of those who enter it possess—or believe they possess—*ipso facto*, the knowledge necessary to carry on successfully without having previously learned anything about it. The factors necessary are, it seems, to have been born and to have survived long enough to open a store. When the wolf begins scratching at the door, the victim needs only to blame his troubles on "conditions," on the Democratic party, on installment selling, on the bootleggers, on Volsteadism —but never on himself!

Union and cooperation do not stifle individuality. There is room under the banner of association for the broadest exercise of individual thought, individual talent, individual experience. Indeed, the knowledge that one is working with one's fellows toward a common purpose beneficial to all is the most powerful known stimulus to creative thought.

Cooperation is a matter of the will translated into action. One may passively believe and obtain no benefit, following the law that those who give receive and those who give not receive not.

In a lecture delivered before the students of Yale University, Elihu Root said: "Men must be willing to sacrifice something of their own apparent individual interests, for the larger interests of the industry; and without that willingness really successful management of business is impossible."

Value of Associated Effort

It is the duty of each one of us to ask: How am I cooperating with my local, regional and national association? How can I more effectively cooperate with those agencies which are working to improve the industry out of which my family and myself take our living? What have I done to sustain the enthusiasm of the officers of those associations which are working to uphold my trade? What am I contributing day by day to the common good? How many minutes a day or a week do I give to thoughts that will benefit my industry?

Or do I lean back in the swivel chair and "tell the world" we need a new deal whereby the "old crowd" will be forced out and a new lot put in the saddle? But—who are the new crowd except the ones who criticize without coming to conventions and whose voices are never raised upon the floor of any meeting? Who are they but the ones who never voice a constructive thought?

Do any of you remember the balky horse on the farm? The one that sat in the breeching while his more willing brother pulled him along with the load? Does anyone ask why the old guard has stuck and new recruits have come in if they must pull the load? Why, if not that the work has brought them a broad and priceless contact with men and affairs?

Why are the majority of successful stationers association men? Why do they return to conventions year after year even after age has bowed their bodies and whitened their hair? Is it all sentiment? Is it not also in grateful recognition of those things which association has brought into their lives—benefits both

tangible and otherwise, yet nevertheless real—benefits which could have come in no other way?

These venerable men and their younger fellow-workers know the benefits of cooperation because they have cooperated. They have gone into the work—have had the experience and know by virtue of the things they have learned at first hand.

It is my firm belief that those office equipment dealers who lazily refuse to help on and support local associations, however small, are missing the greatest opportunity of their lives. One's powers of thought grow by exercising them. In the daily conduct of life no habit is more fatal to progressive mental development than inertia, and the only place on the face of the globe where complete human inertia is regarded as "holy" is in certain parts of India where the "holy men" are more "holy" the more emaciated and forlorn and ragged they become.

The pessimist never gets anywhere unless he is clever enough to cash in on the gospel of despair.

Success comes by traveling with the law—by going along with the current of human affairs. The "House by the Side of the Road" is for the man whose thoughts run backward and who is content to let the world go by. Is *your* store only a house beside the road? Are *you* content to let the rest of the world pass by? Have *you* let yourself get out of contact with your fellows?

I am not asking these questions of you individually, because your presence here is proof that you are still numbered among the living. But I want you to go home with the idea of preaching the gospel of life and hope and cooperation. I want you to help make men out of those dealers who need the magic touch of human contact to be brought to life. Do this and you will be amazed at your own growth and at the access of power which will be yours.

Induce cooperation among your competitors. Envy, hate and jealousy are costly indulgences. They have no place in good business conduct. Competitors are urged to go out and battle for business with fair practices.

Meet your competitor. Try to understand him. There are communities in this great country of ours where dealers have not spoken to one another for years. Yet when they do succeed in getting together they are surprised to find one is as human as the other.

Don't give up in your effort toward co-operation with your competitor. It pays big dividends.

I dare say you will agre with me the office equipment business is not a bed of roses. There are many, many thorns that continually stab and prick. They bring closer home the necessity for cooperative effort.

Good clean competition is the life of business. But do we benefit any by competition that is ignorant of costs to produce, and makes those that know look like robbers to the buyers?

The days of production problems are past. Proper distribution is puzzling us now. That's why selling is so important. The best brains in the land are in the selling end of business. To be able to dispose of our merchandise and enough of it, and make a profit. That's the problem.

We need to strengthen and build up our sales organizations. In order to function they must cooperate with every other department of the business.

I believe in associations. I believe in local associations. I believe in regional district associations. I believe in the National Association. I believe there is no work more worthy the mental stature of a man than this work in which we are engaged today.

I can recommend no other activity that will so stir the powers of the mind, engage the interest and quicken the emotions as this work we are doing here and elsewhere.

By reason of the spirit of cooperation working among the members of this industry we have created a condition which makes it possible for stationers to master the fundamental principles of this business. We have put over the Harvard Survey, which will probably be continued until a thorough job is accomplished and figures obtained from which all the trade will benefit.

Cooperation has given us the National Index; through the sincere labors of one of our most valued members it has given us data on stock control that, except through the association, would never have got beyond the narrow limits of a great southern city. Cooperation has given us reliable figures on overhead; data on store management; suggestions of value on advertising and window display; suggestions on the training of salesmen, on store arrangement, on special sales and a multitude of things which I need not recall here. Those who have benefited by this work are not the non-members nor the stay-aways. They are the ones who have attended meetings and have discovered in their own hearts the reflection of the enthusiasm which has carried through the work of our association despite every obstacle.

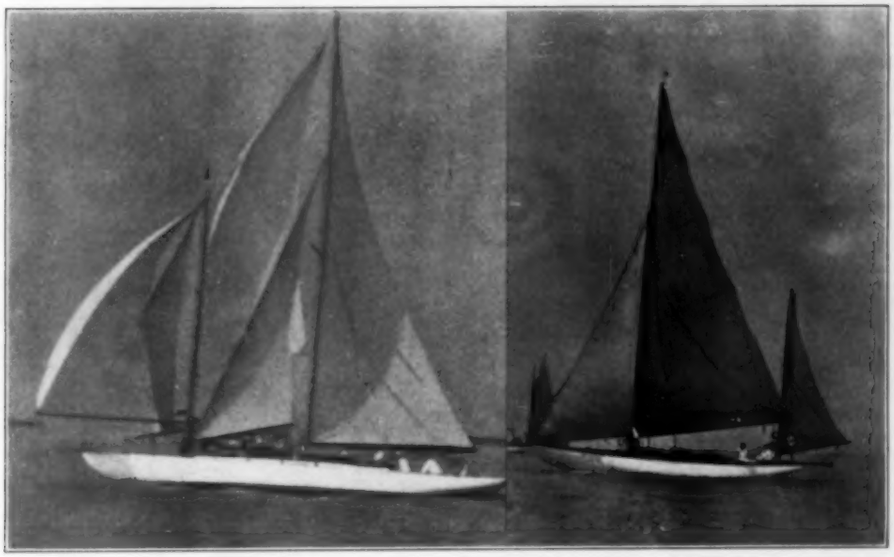
Local associations should be organized where there are stationers enough to warrant them and those associations already in being should be strengthened. Lively, interesting meetings, with good topics and plenty of discussion, develop men. Local associations should cooperate with regional organizations, swelling attendance and assisting the regional officers with suggestions for discussion. Their influence should continue upward to the National Association by the added strength they can give to the regional meetings and by actual contact with national officers.

One of the most valuable group organizations in the National Association is also one of the newest. I refer to the travelers, at whose head is Fourth Vice President Roy Simpson. These loyal and able men have worked wonders in the South, the Central District and in the Northwest and will do equally well in other sections as soon as organizations are completed. They talk up the regional meetings, boost attendance, bring in new members and work for and with the regional organizations in every way, even providing stimulating and interesting entertainment at conventions.

With the organization we have now and with additions by way of locals from time to time, there is no reason why the office equipment dealers should not be the best organized group of men in the United States, cooperating for the benefit of the whole industry and for the good of the people at large.

'Tis a saying worthy of thought that: "Three helping one another bear the burden of six."

BOAT BUNGALO OVERLOOKING THE MILWAUKEE RIVER.—It is the home of E. B. Gustorf, district manager at Milwaukee, Wis., for the Acme Card Systems Company. It is described briefly on page 102.



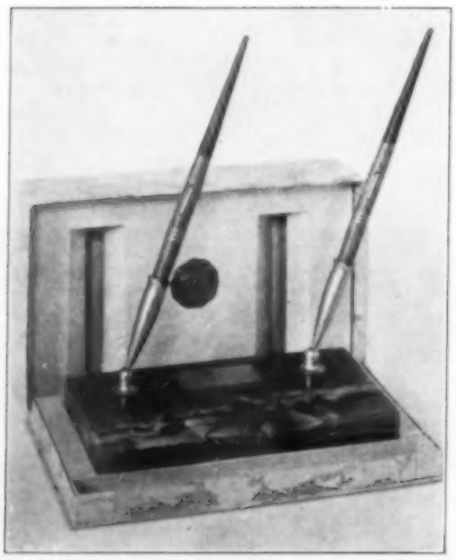
TWO STARTERS IN THE CHICAGO DAILY NEWS REGATTA AT CHICAGO JULY 7.—With a myriad of other sail and motor yachts, they were jockeying for a position off Navy Pier. At right: "Fortune," owned by Wm. G. D. Orr, of the A. B. Dick Company, "carrying every rag." Commodore Orr's schooner won first prize in her class. At left: "Kayoshk, II," the yawl of George E. Fox, of Geo. E. Fox & Company. She is carrying her spinnaker in stops, showing ahead of the jib, ready to break out. The gaffed sail showing over her bow is the mizzen of another yawl. A brief story of the race appears on page 101. [Illustration by courtesy of The Chicago Daily News.

THE TRAVELING OFFICE.—Interior of office car of modern American railroad. Mail is received and handled en route. The officers and secretaries work early and late in dispatching reports of inspections and conferences. Filing equipment and other office accessories are included in the traveling office. [Illustration by courtesy of The Nation's Business.

SINGLE HANDED OPERATOR DOES 112 WORDS A MINUTE.—Miss Reva Wall, student at the Grand Rapids Commercial College, Grand Rapids, Mich., despite the handicap of having but five digits, accomplishes more than many two-handed operators. She uses a standard Woodstock machine, inserting the paper, shifting and manipulating the keyboard without assistance.

In a fifteen-minute test Miss Wall did a net average of fifty-eight words a minute. For five minutes she showed an average of sixty-one net words. She has done general office work as proficiently as her more fortunate sisters.

STRIKING SHEAFFER DISPLAY UNIT FOR THE OPENING OF SCHOOL.—The central panel portrays through hazy fall shades historic St. John's College, Cambridge. A screen of burnished leaves adds to the autumnal effect. The design is by Bodine, a specialist in this type of advertising display, whose work has aided the sale of Sheaffer products in previous seasons. This display is furnished to all dealer connections by the W. A. Sheaffer Pen Company.



LUXURIANT PEN SET RECENTLY PRESENTED TO MISS AMELIA EARHART, THE FIRST AVIATRIX TO CROSS THE ATLANTIC BY AEROPLANE.—The presentation was made by the Moore Pen Company, Boston, Mass.

HER NEW TYPEWRITER.—Miss Amy Okazaki seems happy, despite the fact that her new typewriter has 2,400 characters. Lower left: Section of keyboard showing indicator which is moved about for printing.—International Newsreel Photo.

U. S. Government Increases Staff of Contact Men

Written Expressly for The Office Appliance Exporter

By Waldon Fawcett

[Reprinted from The Office Appliance Exporter]

BEHIND the news that the United States Government is to establish eight additional commercial lookout stations at international trade centers there is a constructive promise for all converts to American-made office equipment, whatever the nationality of the distributors or users. This decision on the part of the authorities at Washington to lengthen the official chain of contact stations in friendly countries means that the United States is committed more firmly than ever to a policy of scientific, systematic ascertainment of the needs and wants of the overseas customers of American industry.

Ever since the industries of the United States began to solicit export business on a large scale there has been more desire than Americans have commonly been given credit for, to accommodate manufactured articles to the requirements of distant consumers. Only, there has been present one influence that has not entered in like degree any other international trade relationship. The United States is a country of quantity production. It owes much of the mechanical perfection of its products and the low prices to the consumer to the economies of this mass production. At the same time, quantity production involves a degree of standardization that is not essential in fabrication on a small scale. Therefore there has been presented the problem of reconciling the American routine of machine production to the special and particular requirements of customers who carry on business administration under conditions different from those that prevail on the North American continent.

Additional Observational Outposts

Decision to establish in 1929 eight additional observation outposts of the U. S. Department of Commerce is a further step in a campaign more thorough and more comprehensive than any other nation has attempted in an effort to find the logical "middle ground" between American ideals and world-varied ideals in merchandise. If supply service at U. S. sources were merely a matter of handing out what the distant customer has been accustomed to specify from force of habit, the operation would be simple. But it is a case, oftentimes, of persuading the consumer to try some departure from the conventional that the exporter believes is really better value or capable of superior execution. Nor are American manufacturers necessarily selfish in persuading an alien customer to try their standard models, modified to fit local conditions. These manufacturers have demonstrated that there are valuable advantages in these standard styles, sizes, etc., else they would not have adopted them as standards. The producers are sincere in their desire that their distant customers, as well as their domestic patrons, shall share all the benefits of invention and experiment.

This pioneering in behalf of mechanical progress, with its entailed compromises between old traditions and new fashions in staples and specialties, is all very well, but it requires on the part of the American manufacturer insight into foreign operative conditions and an intimacy of contact with the everyday routine at the seats of business in all nations. Not even the largest of American manufacturing firms could afford to undertake such an "intelligence service" single handed. Associations of manufacturers do not have the requisite breadth of interest. Seemingly there was no course left save for the U. S. Government to undertake this species of practical long-range research, via field agents who would act as liaison officers between foreign merchants and supply concerns in the United States and yet would have an official character and a manifest impartiality that would command information that might not be available to any private agency.

Detailing its Commercial Attaches and Trade Commissioners to only a few world trading posts in the beginning, the U. S. Department of Commerce inaugurated what was, in its early stages, a feeling-out or experimental campaign. Eloquent of the fact that it has now been decided to make this far-flung reportorial corps a permanent institution is the authorization by the national legislature at Washington of funds to establish eight new branch offices to be located in Budapest, Hungary; Oslo, Norway; Winnipeg, Canada; Guatemala City, Guatemala; La Paz, Bolivia; Tientsin, China; Accra, West Africa; and Algiers, Algeria. In selecting sites for new Commerce outposts, official Washington is influenced always by evidences of lack of perfect accord or cooperation between American exporters and overseas communities as indicated by a volume of American supplies below the proportions obtained from other manufacturing nations. When a community overseas is in the market for commodities of which the United States has a surplus, yet makes virtually all of its purchases elsewhere than in America, the Government at Washington becomes suspicious that there must exist a state of misunderstanding or lack of sympathy and turns to its new instrumentality to correct it. This explains the selection of the cities chosen for the fresh listening posts.

U. S. Commerce Department Men Valuable Trade Intermediaries

Essentially the strength of the system of detailing staff representatives of the U. S. Department of Commerce to foreign service is that it places in each district thus serviced a permanent resident intermediary who is well qualified to act as a neutral, friendly go-between for buyers and sellers. The trade scout who settles down in a community for a stretch of years acquires a knowledge of his adopted home, its customs, traditions, climate, etc., that no tourist salesman or roving investigator could possibly attain. The rooted representative not only senses his locality as may only one who has lived there at all seasons, but his personal acquaintance with the local merchants enables an intelligent appreciation of their stock requirements, credit conditions, etc. The idea always, it may be added, is that the delegate from the U. S. Commerce Department will not confine his activities to the city where his headquarters are established. He is expected to cover the country or district tributary to the trading center and to visit, as opportunity offers, the outlying market towns.

With the opening of the eight new branches for which funds will become available after July 1, 1928, the United States Bureau of Foreign and Domestic Commerce will

have in operation a total of fifty foreign offices. The three new offices instituted during the past year at Cairo, Panama City and Toronto, Canada, have already proven of manifest value in smoothing the grooves of commerce and there is no doubt that similar results will follow next year's penetration to new areas heretofore devoid of direct continuing connection with business America. How much American commerce has suffered from lack of its own missionaries is well illustrated in the case of West Africa. Even the commercial information from this developing region has reached the United States only at second or third hand.

The functions and services of the foreign offices of the U. S. clearing house for commercial research are as varied and diverse as circumstances may command. One of the chief responsibilities of each trade commissioner on foreign station is to facilitate agency connections. That is to say, the field man, acting as the best friend of both, endeavors to place the foreign merchant who seeks goods in touch with the best sources of supply in America. Or, in the opposite process, he recommends available firms or individuals in his district to the manufacturer in the United States who is desirous of securing an agent or sales representative. The advantage of the plan as conducted is that when an official go-between has first-hand knowledge and, maybe, personal acquaintance with the parties concerned he may be counted upon to bring together, as principals and agents or sellers and buyers, traders who are most likely to prove congenial and carry on satisfactory business interchanges.

Sometimes Adjust Customs Disputes

Frequently the U. S. Government diplomats of trade are successful in adjusting customs requirements or other exactions that would work hardships on U. S. goods entering a foreign port. As an illustration there was the reciprocal arrangement put through at the Ottawa, Canada, branch office which resulted in relieving certain U. S. products from the marking requirements ordinarily enforced by the Dominion. In virtually all branch offices of the Commerce Bureau an important feature of the everyday work is the adjustment of potentially costly disputes and misunderstandings,—say differences of opinion between American principals on the one hand and, on the other hand, foreign agents or clients. It should be emphasized in this connection that the United States Government will never permit its branch offices to be used as "collection agencies" in any sense of the word. The Commerce contact men do not pretend to replace lawyers, banks, mercantile agencies, arbitration committees, and the like. Often, the Government man is not called in until all other mediums have failed to untangle an individual commercial difficulty. Perhaps it might be better if the official arbitrator were summoned earlier, because, in the face of any business disagreement, the Government peacemaker will make the utmost effort to allay friction and find a process of conciliation which will settle the quarrel in a manner that will restore good feeling between the erstwhile disputants.

Not the least of the blessings that will flow to foreign merchants and sales agents from the extension of the branch offices of the Commerce Bureau will be the closing of the last gaps in a sentry service designed to prevent confusion in connection with trade marks, brands, labels, trade names and package "dress." As matters stand today, a distributor overseas may engage for a consignment of American goods only to have the shipment held up when it reaches the custom house because some professional pirate of trade marks claims to have acquired ownership in his own name to what is actually the bona-fide business badge of the American exporter. At best this means delay and, maybe, expense to the distributor. To reduce to a minimum such raids on U. S. trade marks it has been made a part of the duty of every manager of a branch office of the Commerce Department to take any steps that may be necessary to nip in the bud the piracy of trade marks and other identifying devices. All contact men on foreign station are recalled to the United States at intervals in order that they may have a rebaptism in American business methods and American ideas.

PUT OFF THE FATAL MOMENT

In any contest over a business deal there is a critical moment when the outcome of the deal is decided. At that moment you become a potential victor or a prospective loser.

The contest may not yet have come to an end, but the rest is merely finishing touches. You may struggle on with the faint hope that something will happen to turn the tide of victory your way after it has in reality begun to flow in the opposite direction. That struggle will avail you nothing. The medals go to the fellows who put in their best licks before the critical moment is past.

The question is, when does the decisive moment arrive? When is the moment when fate appoints you or the other fellow for a licking?

That is worth thinking about.

Harry Wills says, "Most fighters are licked before they get into the ring."

It is fatal to accept defeat one instant before it stares you in the face. Even at that serious moment there is a chance that you may out-stare it.

If you go into the ring admitting, if only to yourself, that there is likelihood of your defeat, you might as well admit that there is more than a likelihood, for the decisive moment is behind you. It dates back to the instant when you decided you were likely to lose.

If the fight is close, and otherwise it is not a fight, you will weaken when you lose confidence. There is not much fight in the fellow who doubts his ability to win. If you think you can't put it over, you can't.

If you go into the ring determined to win, confident that your chance is good, your chance remains good as long as you keep up that faith. Your chance is gone the instant you lose that faith.

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(Frank Farrington's Business Talks for 1928.)

EDITORIAL

The Stationers' Convention

THE committee in charge of the program for the convention of the National Association of Stationers, Office Outfitters and Manufacturers, has arranged a list of events which should appeal to every stationer in the country. This program is presented in this issue on later pages. We sincerely urge every stationery dealer to give this program a careful reading and to set aside the time necessary to be present at least a part of the time during the convention which begins on October 8 and ends on October 11. We are informed that already several hundred reservations have been made at the West-Baden Springs hotel, West Baden, Indiana, and that more are coming in daily. It is certain that the attendance will be large and it is equally certain that the interest in the work of the association will be very great. Matters of paramount importance are listed in the program presented in this issue—matters which deserve the careful and thoughtful consideration of every stationer in the country. Representative men will be prssent from every section and much valuable work will be done.

The National Association was never in a better position than now to perform work of paramount advantage to the stationery industry. It is in possession of an accumulation of information which can be placed in the hands of every stationer if he will but join the organization. The association is free to act and to advise members with regard to the vital elements which make for the conduct of successful businesses everywhere. The studies that the organization has made are accurate and dependable and it is in a position to be of the utmost advantage to each and every one of its members.

We urge all stationers who can do so to make it a point to attend the West Baden convention.

The Typewriter Men's Convention

THE National Association of Typewriter Dealers is a growing organization. Its personnel is increasing and it is finding itself more and more every year. We know of no young association which has made the progress that the typewriter dealers' association has made in the few years of its existence. Deane S. Reynolds of Boston, president of the association, extends to all typewriter and adding machine dealers, agents and manufacturers, an invitation to attend the annual convention of the national association to be held at the Hollenden hotel, Cleveland, Ohio, August 20 to 22, inclusive. President Reynolds states that the convention will not be limited to members, but is open to all typewriters and adding machine men, whether dealers, agents or manufacturers. President Reynolds points out also that all those who come to Cleveland by rail to attend the convention should ask for a return certificate when buying their tickets. If two hundred fifty or more certificates are presented at Cleveland, the holders will be entitled to half fare on the return trip.

The chairman of the registration committee is Mrs. Ethel M. Snyder, 62 Old Arcade, Cleveland. Mrs. Snyder and her committee will arrange for reservations at hotels as soon as notified by those intending to go to the convention.

On page 37 of the present issue is a brief outline of the program of the typewriter men's convention. We are assured by the chairman of the program committee that by no means all of the events are listed on the program presented, but that the committee in charge reserves a number of surprises for the entertainment and instruction of delegates, members and visitors.

It is urgently to be desired that typewriter men generally support the association by becoming members and by attendance at conventions when possible. Forces disunited scatter effort; progress for individuals as well as classes is certain only in massed attack.

The Coming Season

IN ANOTHER month we shall enter upon what all people hope will be a period of business activity paralleled only by the best of our good years in the past. We are not looking for a boom nor desiring one. The fact that, for some years now salesmen have had to exert themselves to sell goods is a good, not an evil, omen. Resistance encountered toughens the fibre of both contestants. He who can sell against the resistance of wise and careful opposition fortifies his strength with every sale—and the buyer, convinced by sound logic, is all the quicker to detect and dispose of arguments not thus fortified. We are the sounder and the stronger by having to practice good salesmanship, and, on the other hand, by having to oppose reasonable caution to the natural enthusiasm without which no one can sell effectively. We prepare for the future today. The wisdom and strength we have gained from experience pave the way for greater successes.

He who would find the toughest wood fells a tree that has grown high up on a mountain in the path of the greatest storms.

Financial

International Business Machines Prospers

The International Business Machines Corporation reports for the six months ended on June 30, a net income of $2,037,182 after interest, depreciation, reserve and Federal taxes, equivalent to $3.52 a share earned on 578,643 shares of no par stock. This compares with $1,855,637, or $3.20 a share, in the first half of 1927. Net income for the June quarter was $1,028,121, equal to $1.78 a share, comparing with $1,009,061, or $1.74 a share, in the preceding quarter, and $912,237, or $1.57 a share, in the second quarter of 1927.

Burroughs Declares Extra Dividend

The New York Evening Post of July 18, 1928, is authority for the statement that the Burroughs Adding Machine Company, Detroit, Mich., at a meeting of the board of directors on July 18, authorized a stock dividend of 25 per cent to holders of the 800,000 no par shares outstanding, payable August 17 to owners of record July 31. The regular quarterly dividend of 75 cents was also declared, payable September 10 to owners of record August 24.

N. C. R. Earns Year's Dividend in First Six Months of 1928

The National Cash Register Company, Dayton, O., according to an announcement made July 17, 1928, by J. H. Barringer, vice-president and general manager, earned more than enough during the first six months of 1928 to take care of the Class A common dividends for the entire year.

Consolidated net profits for the period, after deducting all expenses, were $3,638,343, compared with $3,302,166 for the corresponding period in 1927. If applied directly to the Class A common stock, which has an annual preferential dividend of $3 a share, the profits were equal to $3.30 a share, compared with $3 a share for the same period in 1927. Profits on the combined Class A and B common stock were equal to $2.42 a share, as against $2.20 last year. In the second quarter alone net profits amounted to $2,151,284, as against $1,947,716 for the same quarter in 1927 and $1,487,059 for the first quarter of the present year.

OFFICE FURNITURE WOOD and STEEL

Efficiency in Office Furniture and Equipment

Being a Review of an Address Entitled "Efficiency in Office Design and Equipment," by Orrin G. Sherman of the Metropolitan Life Insurance Company

ORRIN G. SHERMAN of the Metropolitan Life Insurance Company on June 18, 1926, delivered an interesting address before the annual convention of the Society of Industrial Engineers at Philadelphia, entitled "Efficiency in Office Design and Equipment." This address is mainly concerned with the question of elimination of waste in connection with office arrangement and equipment. Wastes he classifies under two heads: (1) direct wastes, such as that of floor space; and (2) indirect wastes, such as undesirable physical conditions which cause loss of productivity. Although his address is concerned with office furniture and other factors than furniture, we shall limit ourselves to a review of Mr. Sherman's remarks on office furniture and allied equipment which the office equipment dealer handles.

Size of Equipment

One of the first considerations, no doubt, is that of oversized equipment. "There has been a growing consciousness of the fact that much office equipment now generally sold and used," says Mr. Sherman, "is not only unsuited to the work in hand, but also wasteful in floor space consumption." Mr. Sherman then speaks of the Division of Simplified Practice of the Department of Commerce, which made a study of office desks, tables, chairs and files. A survey by a committee made up of representatives of manufacturers, distributors and consumers, made under the supervision of this division of the Department of Commerce, disclosed that there were being offered for sale 508 different types, kinds and sizes of office desks. This led the committee to make a recommendation to the manufacturers that the number be reduced to 43.

"Variation in the length or width of a desk by a few inches will seldom have any effect upon its usefulness," Mr. Sherman tells us. "These excessive inches when multiplied by large numbers of desks in use will, however, amount to a very considerable quantity of floor space occupied. Variation in the width of desks is often more wasteful than discrepancies in length. When rows of desks are being set up, the width of the aisles between the desks is governed by the width of the widest desk in line. Thus one 36-inch desk placed in a row of 30-inch desks means that the aisle throughout its entire length must be 6 inches wider than it would otherwise have to be."

Office Desks

The Western Electric Company, we are told, has standardized on desk lengths in multiples of 15 inches. With such an arrangement it is possible to set up uniform rows of desks, even though desks of varying lengths are used. A row of four 60-inch desks, say, will correspond in length with a row made up of four 45-inch desks and one 60-inch desk. This not only conserves floor space but improves the general appearance of office lay-out. Standardization of desk dimensions will benefit both manufacturers and distributors, believes Mr. Sherman, by reason of reduced stocks and simplification of factory programs.

The most widely used office desk is the double-pedestal flat top. This desk contains seven drawers—three in each pedestal and one center drawer. This is a wasteful arrangement, says Mr. Sherman, since the drawers are usually filled with useless material, or papers that should be disposed of before outliving their usefulness. The size of the drawer bears no relation to anything in particular, except, perhaps, the external appearance of the desk. Furthermore, there is seldom adequate provision for such things as pins, clips, and rubber bands, which are usually left to gather dirt in pin cups or receptacles on top of the desks.

W. H. Leffingwell has for some time, we are told, been advocating that the number of drawers be reduced to five—two drawers in each pedestal and a shallow center drawer with adequate provision for clips, etc. He has also suggested that these drawers be interchangeable; further, that such other desirable features as a dark green linoleum top, a means for adjusting the height of the desk, and a footrest be provided.

Chairs Should be Comfortable

"I am constantly amazed at the equanimity with which office workers, both men and women, accept and use for many hours each day thoroughly uncomfortable office chairs. We seldom hear any concerted complaint about this matter—which is probably the reason why so little has been done about it. The additional fatigue which these chairs create must be a serious, if hitherto unmeasured source of waste. I do not mean to imply that nothing has been done along these lines. Factory seating has received a good deal of attention, with satisfactory results, and a number of companies are now turning their attention to office seating.

"The problem has been somewhat complicated by the fact that many of the so-called posture chairs are not very attractive in appearance. . . . What we need is a Leonardo

da Vinci, who can combine a knowledge of anatomy with beauty of line.

"There are certain desirable features which should be incorporated in chairs for general clerical work. The seat should be adjustable as to height and should swivel but not tilt. Concerning the shape of the seat itself and the material of which it is to be made, I am not as yet quite satisfied. A seat upholstered with some material that will not shine the clothing would seem to be desirable, but there are many people who find this type of seat too hot. Then there is the saddle seat and variations of that idea, designed to distribute the pressure and keep the person sitting at the back of the seat and make slouching uncomfortable. A back-rest should be provided—preferably an adjustable one. . . . A double curvature, both up and down and from side to side, is desirable. The non-tilting feature and short seat are designed to prevent pressure on the inner side of the legs near the bend of the knee, where such pressure might interfere with circulation. . . . The foot-rest is particularly necessary for those whose chairs have to be raised to a point where their feet cannot rest squarely on the floor. There is still much to be done in the field of office seating."

Variations in Desks

Many types of clerical work, being performed on double-pedestal desks, could, Mr. Sherman states, be done on a small work table or single-pedestal desk without detriment to either the clerk or to the work, and with a consequent saving in floor space. A table 36 by 30 inches or a single-pedestal desk 24 by 30 inches will suffice for a large majority of clerical operations. This has been recognized by a number of companies who are adopting furniture of this type.

The so-called tub desk—a U-shaped affair, the top of which lifts off and discloses cards in trays—is a useful type of equipment where there must be constant reference to a considerable number of cards. The use of such a desk obviates shifting over to the card file or pulling out cumbersome file drawers. Then, too, speed of operation is increased and floor space conserved.

There is increasing use of the double-pedestal flat-top desk for secretaries, with the so-called pedestal device, whereby the typewriting machine is housed either in the right or left-hand pedestal of the desk and can be pulled out and raised in position when necessary.

Filing Cabinets

Floor space can often be conserved by discarding old-style filing equipment, replacing it with a more modern type of vertical file. Counterheight filing cabinets with linoleum tops are being used to advantage where an office has contact with the public. Safe cabinets are in many instances replacing auxiliary vaults which cannot be shifted to the most convenient location. Vault trucks are used to bring the ledgers within easy reach of bookkeepers and save their constant running to the safe for books.

Floorings and Sound-Absorbing Materials

The type of flooring or floor covering employed has an important effect upon the reduction of fatigue, the elimination of noise, and the general appearance of the office. There is a tendency toward the use of linoleum and rubber floor covering in many newer buildings. It is impossible in a brief space to consider the relative merits of the many types of floor covering. Generally speaking, however, one's choice should depend upon the use to which the area to be covered is put, the general scheme of decoration, ease of cleaning, imperviousness to moisture, security of footing, resiliency, wearing qualities and sound-absorbing properties.

A number of companies have already experimented with sound-absorbing materials applied to the walls and ceilings of rooms where typewriters or other office machinery produce a considerable volume of noise. The general effect has been very satisfactory and is no doubt reflected in the increased productivity of employees.

Office Partitions

The general tendency now-a-days is toward a reduction in the number of private offices. There are of course certain kinds of work which require private offices, and these should be retained, but there are many that could be dispensed with. In the new Federal Reserve Bank building in New York city department heads are placed out with their departments. A floor known as the executive floor has been set aside on one of the upper stories, away from street noises. This floor was obviously designed for subdivision into private offices and for the reception of visitors. Office equipment dealers can well consider this tendency toward the elimination of unnecessary partitions in their planning of office lay-outs for prospective customers.

TYPICAL DESK SET BY THE W. A. SHEAFFER PEN COMPANY.—This embodies a handsomely modeled figure of "Victory," arising between two pen standards. The handsome Brazilian onyx base is formed in pleasing lines. A plate is provided for the inscription of the recipient's name, and the accomplishment for which the pen set was given. The pencil groove is distinctive and forms a convenient receptacle for the user's Sheaffer pencil. This is one of a variety of desk sets suited as trophies for all sorts of athletic and scholastic contests, and as presentation pieces for anniversaries and promotions. The desk set embodying fountain pens is an origination by the W. A. Sheaffer Pen Company. Each season views new adaptations of the idea in the manner of design and decoration.

Good Wishes from Herbert R. Marsh

Two paragraphs from a letter recently received by the editor from Herbert R. Marsh, general secretary of the Stationers' Association of Great Britain and Ireland:

"In a few months you will be in the West Baden Springs hotel, taking part in what I trust will be the greatest convention in the history of your association or the stationery trade of the entire world. I wish you every possible success upon that occasion and I hope that whenever you meet any friends who remember me, you will say that I just want to send my kindest greetings and best regards to them all.

"We have had a glorious time for our 23rd convention, and one of the most important events of same was the arrival of your official delegate, Sidney J. Burgoyne, who brought us a message which we were very glad to have. We have endeavored to make Sidney feel at home but, as you may be aware, this is no great task as he is so well known on this side already. We are glad to have had him with us for his own sake, but more still in that he represents a great organization of fellow stationers in the United States. In that respect he has forged another link in the chain of friendship which binds our two great associations—may I not even say our two nations?—together."

Mr. Marsh referred to a handbook, a handsomely printed program of the events of the convention, in the form of a brochure, illustrated with portraits and interesting scenes in and around Manchester. The menu card is very handsomely gotten up. The front cover bears a likeness of the first stationer, in colors, standing at his "station" in the corner, where stands the sign of the Boar's Head, an old English inn. The stationer bears his tray with quill pens, ink and paper. Beside him is a staff, and depending from belt is a purse or bag, evidently made of leather. He wears the type of hat associated with medieval times, ornamented with a tall feather.

The menu is interesting and stimulates the appetite, and the toast list brought out such topics as The King, the City of Manchester, The Stationers' Association, Our Overseas Guests, The Visitors and The Chairman. The toast, "Our Overseas Guests," was proposed by Herbert R. Marsh and responded to by Sidney J. Burgoyne, official delegate of The National Association of Stationers, Office Outfitters and Manufacturers of the U. S. A.

In addition to the toasts there was a delightful musical program by Miss Bella Baillie, Harry Brown and Albert Hodgson. The latter presented selections from his repertoire.

Hotel Rates at Coming N. A. S. O. O. M. Convention

The West Baden Springs hotel, where the convention will be held, is conducted on the American plan; while its rates appear high to the average person used to the European plan hotels, they are really not so, considering the fact that the West Baden rate includes meals equal to anything which other high-grade hotels have to offer. Rates, of course, vary with the character of the accommodation, but whatever the room rate may be, it includes the regular three meals a day. Let us assume that ten dollars a day is an average rate. Taking out of that sum the cost of meals and service of the highest character, we discover that the room rate can be no more than that demanded by hotels of equal class conducted on the European plan. The rates, including meals, are as follows:

Single room, without bath, $7.00, $8.00 and $9.00 per day; with bath, $10.00 per day.

Room facing the Atrium with twin beds, without bath, $14.00 per day for two persons; with bath, $16.00 per day.

Outside room with double bed, without bath, $15.00 and $17.00 per day for two persons; with bath, $18.00 per day.

Outside room with twin beds, without bath, $16.00 and $17.00 per day for two persons; with bath, $20.00 per day.

Outside room, with bath, equipped with two double beds, $24.00 per day for three persons, $32.00 per day for four persons.

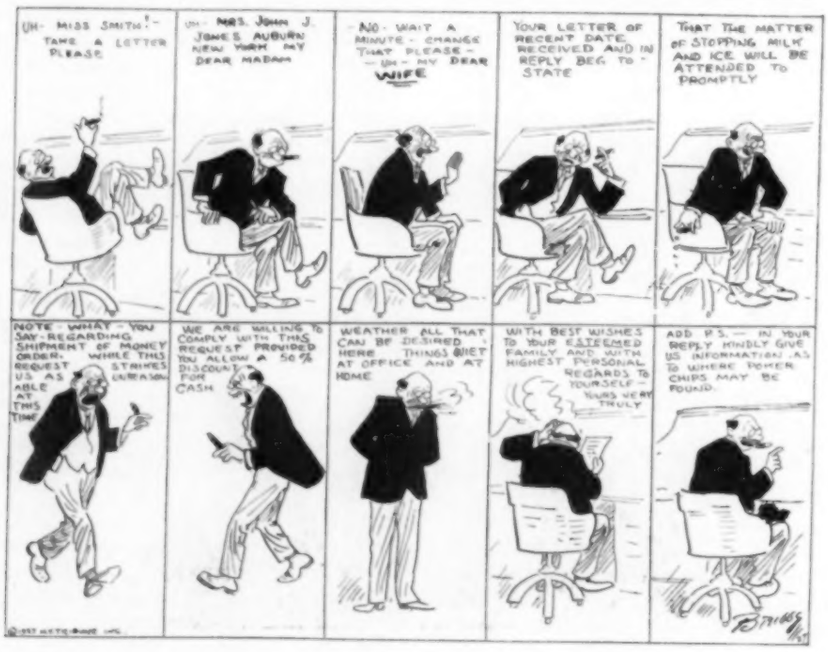
Outside room, without bath, equipped with two double beds, $21.00 per day for three persons; $28.00 per day for four persons.

Suites, consisting of parlor, bedroom and bath, $25.00 per day for two persons.

Hotel is located only six hundred feet from the railroad station, which saves every member taxi fare. No charge is made for the transfer of hand baggage to and from the railroad station.

Hotel Reservations. Make reservations early, direct with the hotel; over 325 already made—the greatest number that has ever been placed at a time so far in advance of a convention.

Movie of a Busy Man Writing to Friend Wife : : : **By BRIGGS**



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The West Baden Convention

A Little Comment by Way of Introduction, and the Convention Program in Detail

SPEAKING of the coming convention at West Baden, Indiana, Louis W. Bonsib says it will be like going to college on the most beautiful campus in the world—like a year's course in specialized business administration and salesmanship all rolled into three compact days filled with interest and education imparted by the finest minds in the country. And the tuition fees are merely what it costs to go to the convention, register and get home again! Plus, of course, the reasonable hotel bills.

It is a good plan to make hotel reservations now. The late ones will have to take the "leavins," and it isn't at all certain that there's going to be any core at all to this convention apple.

Friend Bonsib admits that few of us like to be "educated" in a business we have spent years to learn; but at West Baden education is going to have a sugar coating so delightful to the mental palate that not even the most confirmed grouch will be forced to make a wry face.

Entertainment of the most interesting character is provided for everybody—men as well as women. The latter, of course, will be the favored of the gods, since they will have nothing to do but have a good time. There's going to be a bridge party, a tea, an entertainment of the entire convention with the Fifth District as the host; there will be a putting contest for members of the gentler sex, a special luncheon, a visit to Marengo Cave and to French Lick Springs. There will also be a visit to Nancy Hanks Park and treasure hunt in the Atrium. And finally, there will be the annual banquet, when everybody will dress up and listen to some of the bright lights of Hoosierdom and elsewhere. Of course, there will be dances, too, and good music and "stunts" for every social occasion.

We refrain from saying more, because a review of the events is presented in the appended program:

National Convention Program

The program committee, of which Edward L. Little, sales manager of the Wabash Cabinet Company, Wabash, Ind., is chairman, has arranged an interesting and unusual program for the twenty-third annual convention of the National Association of Stationers, Office Outfitters, and Manufacturers, to be held at West Baden, Ind., on Monday, Tuesday, Wednesday, and Thursday, October 8, 9, 10 and 11, 1928. Other members of the program committee are Frank D. Waterman, L. E. Waterman Company, New York, N. Y.; Charles P. Garvin, F. S. Webster Company, Boston, Mass.; Francis B. Irwin, James Hogan Company, Ltd., Philadelphia, Penna., and William Schmiederer, Buxton & Skinner Printing and Stationery Company, St. Louis, Mo.

Monday, October 8

The program is as follows:

8:30 a. m. to 4:00 p. m.—Registration for men and women on lobby floor near front entrance.

10:30 a. m.—Executive session of board of governors, President Woodson P. Waddy presiding.

11:00 a. m.—Reception by Mrs. Waddy to wives of regional governors and executive committee.

12:00 noon.—Joint luncheon for men and women.

2:00 p. m.—Opening session of the convention, President Waddy presiding. Appointment of sergeant-at-arms. Arthur Sapp, past president of Rotary International, is expected to give the address of welcome. The delegate from the British Association will make response, to be followed by the president's report and the naming of committees on resolutions, nominations, necrology, and budget.

2:30 p. m.—Report of secretary, Mortimer W. Byers.

2:45 p. m.—Report of treasurer, Harry C. Horder.

2:55 p. m.—Report of auditor, by chairman of the budget committee.

3:00 p. m.—Women leave for Hoosier Club. Mrs. Carl M. Schutz, hostess. Cars will be provided.

3:00 p. m.—Report of general manager, Fletcher B. Gibbs.

3:30 p. m.—Address: "Simplification," by Dr. Frank M. Surface, assistant director of the United States Department of Commerce.

4:00 p. m.—Report of delegate to British Convention, by Sidney J. Burgoyne.

4:10 p. m.—Report of the research committee. W. Neill Stewart.

4:30 p. m.—Address by delegate from the British Association.

5:00 p. m.—Adjournment.

5:00 to 6:00 p. m.—Visit to Merchandise Exposition, Atrium Court.

6:30 p. m.—Dinner.

8:30 p. m.—Entertainment and dance, with Carl M. Schutz acting as host.

Tuesday, October 9

8:30 a. m.—Registration continues.

9:30 a. m.—Second session of the convention opens. Address: "Swat the Snake and Coöperate," by Ralph Parlette, distinguished writer, traveler, wit and philosopher.

Divisional Conferences

10:30 a. m.—Retailers and furniture dealers conference. Third Vice-President Charles M. Marshall presiding. Report of third vice-president. Dr. Surface will talk to this group at 11:15 a. m.

10:30 a. m.—Manufacturers conference. First Vice-President Richard B. Carter presiding. Report of first vice-president. Dr. Surface will address this group at 10:45 a. m.

10:30 a. m.—Field members conference. Fourth Vice-President Roy J. Simpson presiding. Report of fourth vice-president.

10:30 a. m.—Wholesalers conference. Second Vice-President Arthur C. Moench presiding. Report of second vice-president.

11:00 a. m.—Woman's putting contest. James B. Armington in charge.

12:00 noon.—Luncheons for men and women.

1:30 p. m.—Women leave for Marengo Cave. Mrs. William R. Diehl, hostess, assisted by Mrs. R. C. Hiller and Mrs. Edwin I. Baer.

Second Session

2:00 p. m.—Second session of the convention. President Woodson P. Waddy presiding. Address: "Economic Business Changes," by H. C. Felton, Curtis Publishing Company, Chicago, Ill.

2:40 p. m.—Report of W. Neill Stewart, national councillor to U. S. Chamber of Commerce.

3:00 p. m. to 5:00 p. m.—Program in charge of Commer-

(Continued on Page 62.)

Representatives of office equipment concerns abroad, visiting the United States, are cordially invited to make the offices of this journal their headquarters. The staff at the main office, 417 South Dearborn Street, Chicago, and the staff at the branch in charge of C. H. Everly at 1601 Pershing Square Bldg., Pershing Square, 42nd St. and Park Ave., New York, will be happy to be of any possible service. While the facilities at New York are not so many as at Chicago, there will be found the same desire to serve. United States manufacturers or their representatives traveling abroad are cordially invited to call upon Office Appliances' London correspondent, Mr. W. Teignmouth Shore, 18 Templars Avenue, Golders Green, London, N. W. 11, England. Mr. Shore's knowledge of the office equipment business and its possibilities in Great Britain makes his counsel valuable to those desiring to cultivate the British Market.

LONDON NOTES AND NEWS

By W. T. Shore, 18 Templars Avenue, Golders Green, London, N. W. 11, England

NOTE.—*Mr. W. T. Shore, whose address is given above, is the authorized subscription representative of* OFFICE APPLIANCES *in the British Isles. New subscriptions should be sent to Mr. Shore. Renewal orders should be sent to* OFFICE APPLIANCES' *home address,* 417 *South Dearborn street, Chicago, Illinois.*

The Present Framed in the Past

BEING extra busy the other day I determined that it would be both pleasing and profitable to betake me to the City of London. I went, on top of a motor bus, to Ludgate Hill, half-way up which stood until the year 1760 one of the City Gates, which fable tells us was erected by a certain British King Lud some sixty years B. C.! Fables are no more than fables! Except in advertising! True it is, however, that this old Gate was so "sore decayed" in the year 1586 that it was pulled down and rebuilt, a proceeding witnessed perchance by one William Shakespeare, a young countryman, and the statue of Queen Bess, one of the new adornments, was nearly two hundred years later taken to a niche in the wall of the church of Saint Dunstan in Fleet Street and there I have presented many a friend from America to Her Majesty, to their no small impressment!

My vagabondish feet and mind turn aside from the steep Hill into an ancient and narrow alley called Ave Maria Lane, which with famed Paternoster Row, Creed Lane and Amen Corner came by its old-world name by reason of its being in that quarter of the City where Prayer Books and other such solemn publications could be purchased by sober-minded cits. A few paces bring me into Stationers' Hall Court, shady and still, a quiet backwater secure from the racket and roar of the near-by streets. Here stands Stationers' Hall, the home of the fraternity of Stationers in London, who in the fourth year of Henvy IV were described as "Writers, lymners of books and dyverse things for the Church and other uses." But the Stationers' Company, as we now know it, was incorporated by Queen Mary of England, she who had as husband King Philip of Spain, upon May 4 of the year 1557, by the title of "The Master and Keepers, or Wardens and Commonalty of the mystery and art of a Stationer of the City of London," and so continues to this day. Their Hall was destroyed in the Great Fire of London in the year 1666, and the present one built some few years later.

A point to remember well is that until the passing of the Copyright Act of 1911 every work printed and sold in Great Britain had to be registered here, the Registers covering the period between that date and 1557! How many an honored name figures upon these pages, often in crabbed writing scarcely to be deciphered, of the great writers of the long past and the almost-today.

But I did not come here to listen to the echoes of the past or to rub shoulders with the shades of men of old. The magnet that has drawn me is one of those striking minglings of auld lang syne and today which are characteristic of this aged City, where the life of the dead intermingles so closely with the life of the living. For in this old Hall there is a "British Stationery Exhibition, under the auspices of the Design and Industries Association and the Worshipful Company of Stationers." I go into the Hall, lit by mingling sunshine and electric light, sit in a deep window seat, a glowing stained window at my back, emblazoned banners hanging overhead. The clothes, talk, manners of 1928 seem strangely wrong in this house of so many yesterdays. I should be proud to be a Stationer and a member of this famous Company. But the past calls to me in whispers only; the present shouts insistently.

The Introduction to the catalogue reads thus:

"The present Exhibition, which is under the auspices of the Design and Industries Association and the Worshipful Company of Stationers, supported by the Paper, Printing, and Stationery Trades of Great Britain, is unique in the history of the industry concerned, as it represents the first effort ever made to display to the general public examples

BIRDSEYE VIEW OF PART OF THE CITY OF LONDON.—In the foreground is Ludgate Circus, and the street leading thence to Saint Paul's which towers up on the right hand. is Ludgate Hill. Behind the church with the white tower and black spire, Saint Martin's, is Stationers Hall.

of highgrade British Stationery with the sole object of showing the public what good stationery means, and how necessary it is that good taste should enter in the selection of materials used for correspondence and record purposes. It is not the purpose of the Exhibition Committee to offer any goods for sale, but simply to show to the public that good stationery can easily be obtained and to recommend them to consult their usual stationer, printer, or other supplier in regard to any class of goods in the Exhibition which may arouse their interest."

Which is followed by a SUMMARY of EXHIBITION, thus:

Section I

PAPER AND PAPER MAKING.

This section shows the raw material used in making high-grade paper, together with examples of ancient paper and objects of historic interest in this great industry.

Section II

LETTER AND NOTE-HEADINGS.

This section shows examples of headed paper for business or private use, and attention is particularly invited to the clearness of design in the various types of lettering used. Here again it is pointed out that the use of envelopes made from precisely similar paper adds materially to the effectiveness of a good letter on a good sheet of paper.

COPPER PLATE ENGRAVING.

Section III

CABINETS.

In this section there are shown cabinets, or fancy boxes, of high-grade stationery made from rag paper, some of the paper being hand-made: stationery in this form is eminently suitable for presents. There are also included specimens of variously tinted Blottings, Sealing Wax, and Fancy Quills.

Section IV

ACCOUNT, LOOSE-LEAF AND MANUSCRIPT BOOKS.

The exhibits in this section are of interest chiefly to people engaged in business, and as books of the types shown are all required for record purposes, it is essential that the paper from which they are made should be of durable quality. Some specimen record books, nearly 400 years old, are included in the exhibits (Section I), and, strange though it may seem, the paper of which they are made is in a better state of preservation than much of the low grade paper made within the past ten years.

Section V

NOTEPAPER, ENVELOPES AND PADS (PLAIN).

Section VI

SOCIAL STATIONERY.

Specimens shown in this section, including Guest cards, Menu cards, Wedding cards, Correspondence cards, Visiting cards, In Memoriam cards, etc., indicate the excellence of material and workmanship which can be secured in this branch of stationery.

Which is followed by some matter which will interest you Stationers of the U. S. A.:

An Argument for Business Men

Have you ever considered carefully the average cost of each letter sent out from your office? No doubt it would astonish you to find that each and every letter costs anything from 6d. to 1s. It might also surprise you to learn what a very small percentage of the total cost is for the actual paper upon which each letter is written.

The following facts will convince you:

(1) Paper is sold by the mill at a price per pound, and the cheapest paper that can reasonably be used for business letter-headings, say 6d. per pound, and the most expensive would scarcely exceed 2s. 6d. per pound. There is, of course, a large number of grades between.

(2) Business letterheadings are usually in a size known as Large Post Quarto, which means Large Post (16½ in. x 21 in.) cut into four and trimmed (10 in. x 8 in.), and as each ream contains 500 full size sheets, 2,000 Quarto sheets are obtained from one ream.

(3) Your printer or stationer can supply you with the very best quality paper procurable, the cost of which per letter would probably not exceed .25 of a penny (one farthing).

(4) The alternative cost of the cheapest paper would be about one-fifth of the best quality, or per letter .05 of a penny (one-fifth of a farthing).

(5) The difference, therefore, between the best and the cheapest is merely one-fifth of a penny, and is certainly not worthy of consideration in a letter the total cost of which is Sixpence or One Shilling.

Here follows a table showing in English currency the cost of the various items enterting into the production of business letters.

And, as Epilogue, this quotation from "Practical Remarks on Modern Paper," by one John Murray, writ just upon a hundred years ago:

"It would be difficult to single out among the diversified objects of human investigation and research a question more curious or interesting than the medium which bears the symbols that register circumstances and events of past ages, and hands down to us the transactions of primeval time and its intervening periods—the history of a world and of its crowded interests—things that have become the legible symbols of the tablet of the mind, and the permanent transcript of thought.'

It is a fine thing to be a worthy Stationer—one worthy of the past and eager to uphold the credit of his calling today.

Sir Rowland Blades, president of the Federation of British Industries, speaking at the opening ceremony, said the fame of British paper was no new thing. A Papal Bull, issued by Pope Alexander VI. in 1494, was inscribed on English paper. When Marshal Foch became Generalissimo of the Allied Armies in 1918, his letter of appointment, signed by M. Clemenceau and Lord Milner, was written on a half-sheet of very inferior paper. In a hundred years that historic document would have crumbled, but the Papal Bull of 1494 would still be untouched by the ravages of time.

Upon what make of paper was written the Declaration of Independence?

Expect Many Americans to Attend Liepzig Fair

The United States is preparing to again take an active part both as an exhibitor and purchaser at the Leipzig Trade Fair this fall, according to advices received by the Foregn Trades Securities Company, Ltd. More than fifty exhibits of American products will be shown, and upward of 2,000 American buyers are expected. The fall fair will be held from August 26 to September 1.

The fall fair will include some 10,000 exhibits of the newest industrial products from twenty-two countries. The Leipzig Fair recently sold $2,000,000 of its bonds in the American market, the proceeds of which are being expended in erecting new exhibition buildings. The fair has been held without interruption nearly 700 years, and since the World War has tripled in size.—The New York World, July 5, 1928.

Organization and Rationalising of Work in German Offices

Special Berlin Correspondence

IT WILL, no doubt, be of interest to the readers of Office Appliances to learn something about the progress made in organizing and rationalising office work in Germany, the more so, as this development is closely connected with the employment of typewriters, dictating machines, adding and calculating machines, manifolding and addressing machines, in fact all kinds of machinery used in office equipment. There exists in Berlin a society of organizers, i. e., the "Gesellschaft für Organisation," composed of many professional organizers and persons in leading positions in commerce and industry. This society publishes a periodical for its members, wherein all the latest events and experiences are described and dwelt upon and whereby employment of modern office machinery is considerably enhanced.

American machines, such as Remington, Underwood, Royal, Smith-Premier, Burroughs, Elliott-Fisher, Multigraph, Sundstrand, Dalton, etc. etc. are highly valued in Germany and find a ready market. German firms and German organisers are valuing first class machines highly whereby the effects in reference to progressive organizations are greatly assisted and they find this very assistance in the high grade office machinery imported from the U. S. A.

As in other countries, a movement is on foot in Germany to support home industry; this movement has, however, so far not resulted in any such distinct form as in other countries and American products stand a good chance of being purchased even by public authorities, provided their capacity exceeds that of German products, or high grade machines of like quality are not produced in this country.

A semi-official body was formed after the war, employing itself with the organization of public offices as well as private, and is designated as "Reichskuratorium für Wirtschaftlichkeit," (State-Committee for national economy), being divided into several subsidiary departments, viz. "Ausschuss für wirtschaftliche Fertigung," whereby the following researches are made: graphic calculation, science of driving-mechanism, manual labor, preliminary working-methods, transmission of energy, conveying, packing in technical and manufacturing establishments, etc. Furthermore, "Reichsauschuss für Lieferungsbedingungen" is working in unison with the organization to obtain uniform and rational terms of delivery in commerce and industry.

"Ausschuss für wirtschaftliche Verwaltung" attends to all questions regarding office work with regard to particular influence upon the State organizations, among which the employment of bookkeeping machines, punching machines, rules for employment of duplicating machines and apparatus, filing systems, index systems, visible records and handling of incoming mail, etc. etc. are given special attention.

With regard to working-technique, there is particular attention paid to calculating practice in offices, purchasing and storing, banking, selling, terminology, commercial science generally, composition of expenses and industrial bookkeeping. Besides all these organizations there is the German Standardizing Committee a special department of which is attending to standardization of typewriters.

The state-railway, post-office, and administration of justice, are about the biggest consumers of typewriters and calculating machines, and a report has lately been published on the progressive improvements made by the latter body. The largest German court of law is the "Gericht Berlin-Mitte," where over 100 typewriters are used besides duplicators, postage stamping machinery, cash receiving apparatus and others, all employed on a commercial basis. Carbon copy methods are generally employed and all these equipments have not only resulted in a reduction of expenses, but a more rapid handling of business generally.

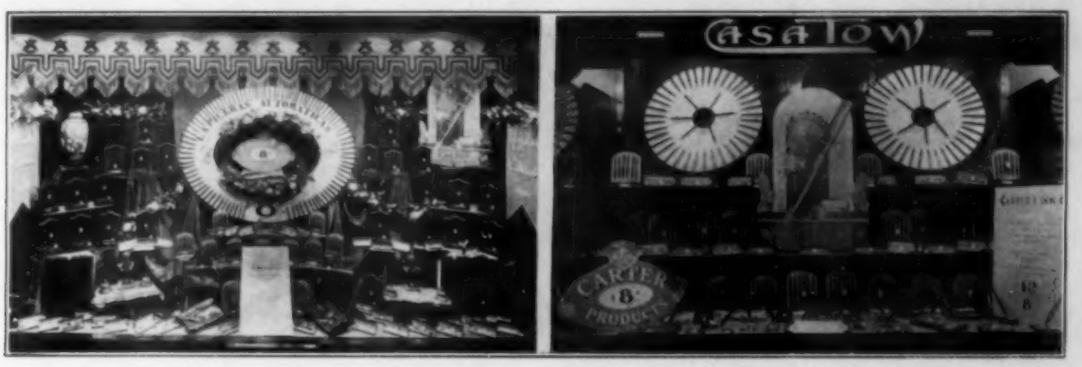
Experiments have been made to take down court-proceedings directly, with carbon-copies, whereby the parties are consequently enabled to receive a copy of the said court-proceeding immediately. Noiseless typewriters have here proved to be of particular advantage. It is estimated, that about 300 typewriters are in use by the German courts of law, including some electrically driven machines.

Property registrations are intended to be made in accordance with the loose leaf system and records to be written on the typewriter. The Elliott-Fisher machine is already in use for this purpose, as entries can be made thereby in bound books.

The employment of light-proof carbon-paper is another novelty, whereby, it is enabled to use copies made with the typewriter as original documents. This carbon paper has only lately been invented.

The above statements prove by what means Germany is endeavoring to raise its capacity and maintain its position. It is further proof that Germany is paying utmost attention to all novelties in the line of office equipment and that it will consequently be a good market for all kinds of office machinery in future.—G.

THE STAFF OF BRANSON'S, LTD., LEICESTER, ENGLAND, HELD AN OUTING RECENTLY.—If one may judge by the smiles, everybody is having a good time.



WINDOW DISPLAYS IN ARGENTINA FEATURING CARTER FOUNTAIN PENS. The two displays shown were planned and arranged by Emilio Caborrere, general manager of Casa Tow, Galeria Guemes, Buenos Aires, Argentina. Casa Tow is one of the leading stationery stores in Buenos Aires, handling many American products. The Carter's Ink Company is represented in Argentina by Fernando Pugliese, Rivadavia 659, Buenos Aires. Mr. Pugliese is responsible for the interest that has been created for Carter Inx Products among many well-known stationery houses in Argentina.

British Stationers Hold Annual Convention

The Twenty-third Annual Convention of The Stationers' Association of Great Britain and Ireland was held in Manchester, England, from Monday, June 18, to Friday, June 22. The convention was presided over by Percy Barringer, president of the Association, and members and delegates were elaborately entertained by Manchester stationers, who left nothing undone to promote the comfort, well-being and enjoyment of visitors from other parts of the British Isles.

Energetic committees attended to convention events, registration and inquiries, tickets, ladies' entertainment, hotels, garages, etc. Delegates registered on Monday at the Enquiry Bureau, Midland Hotel. At 3:30 p. m. there was a reception by the Lord Mayor of Manchester at the Town Hall, visitors afterward being shown over the building.

From 7:30 to 11:00 p. m. there was a reception by the President of the Association, followed by a social and informal dance at the Midland Hotel, where the stationers were guests of the Manchester Branch. In the evening A. E. Owen-Jones made an appeal on behalf of the Stationers' Association Benevolent Fund. On Tuesday morning the subscribers to the Benevolent Fund held their annual meeting. From 10:00 to 1:00 o'clock the Association held its first general session at the Midland Hotel. From 1:00 to 2:30 p. m. there was a luncheon at the Midland, tendered by the Manchester Branch of the Association, and at 2:30 p. m. those who desired took automobiles provided and visited the Newton Mill, Hyde, Ches., by permission of Jacobsen, Welch & Co., Ltd. Others visited the Linotype & Machinery, Ltd., Broadheath.

There was a theater party in the evening for those who wished to go, or visits to the Daily Express Office, Allied Newspaper Office, etc., by others.

Wednesday's sessions were principally devoted to business meetings and to individual visits to Manchester's leading trade houses and local places of interest.

The annual banquet and dance was held at 6:00 p. m. at the Midland Hotel.

The third session was held on Thursday, June 21, from 10:00 a. m. to 12:30 p. m. After luncheon the delegates visited the Peel Cotton Mill, Bury Corporation Power Station, and other points. At 2:30 p. m. there was a charabanc drive to Buxton at the invitation of the Manchester Branch. At 8:00 p. m. there was a members' concert at the Midland Hotel and a visit to the Daily Express office. At 10:30 and 11:00 o'clock visits were paid to the Allied Newspaper Office and the Daily Express Office.

The last day of the convention, Friday, was chosen for a visit to Blackpool, which is claimed to be the most progressive holiday resort in the world. Motor coaches were provided to take members of the convention on a sight-seeing tour of the town. On arrival at Blackpool the party proceeded to the North Cliffs where the Miners' Convalescent Home stands. They were then taken nearly seven miles, along the full length of the Promenade, to the South Shore; thence to the new Stanley Park and a view of the lakes, golf courses, tennis courts, bowling greens, etc. Later the party were received by the Mayor of Blackpool in the Queen's Hydro-Hotel, where luncheon was served. Afterward there was a visit to the Open Air Baths, the largest enclosed swimming baths in the world. Nearby is the pleasure beach, where one will find every kind of amusement. No official program was prepared for the evening, but members found plenty of enjoyment nevertheless.

Return trains left for Manchester at hourly intervals to 10:30 p. m.

This concluded a most enjoyable and profitable convention.

Hooven Makes European Appointment

The Hooven Automatic Typewriter Company, Hamilton, Ohio, has established an agency in Europe. This has been placed with Messrs. Busse & Hefti, 22, Bülow Strasse, Berlin.

Victor Appointments in Europe

While touring Europe on business, Evan Hansard, export manager for the Victor Adding Machine Company, made appointments in Spain and Portugal. Sr. Venacio Guillamet is distributor in Spain, and Sr. J. Gonsalves in Portugal.

Holland Wins by Settlements

In two recent actions—one by the Underwood Portable Typewriter, Ltd., London, against Henry Holland, proprietor of the "Typorium," Manchester, England, and the other by Mr. Holland against the Underwood Portable Typewriter, Ltd., Mr. Holland won by settlement before going to trial. The net result of both controversies would seem to be that a misunderstanding was cleared up, leaving Mr. Holland approximately £100 better off than he was before.

Moscow Reports Proposed Remington Plant

Newspaper reports from Moscow indicate that the Remington Typewriter Company is negotiating a concession for the manufacture of typewriters in the soviet republic. An investment of $1,000,000 is indicated.

A New German Book About Shorthand

A contribution to the bibliography of stenography is made by Arnold Joseph Christoffels, whose book, "Im Banne der Kurzschrift," has recently been published by the Bundesverlag fuer Nationalstenographie, Friedensstrasse 79, Duisburg, Germany. A free translation of the title of the book is "In the Realm of Shorthand." The 164 pages of the volume are devoted to a history of the two brothers who originated the National system of stenography, Albrecht and Felix von Kunowski. The development of the shorthand system is described and is illustrated by samples chosen from more than 5000 pages of writing which are used as the documentary basis for the story. The examples show for a period of more than forty years the development of what is now called the National system. National shorthand is of unshaded, single-position type.

E. LEVI & COMPANY, MILAN, ITALY, EXHIBITED CONTINENTAL TYPEWRITERS AND MARCHANT CALCULATING MACHINES AT A RECENT INDUSTRIAL EXPOSITION.

French "Chamber" Plans "Organization Week"

The Chambre Syndicale d'Organisation Commerciale, whose headquarters are at Paris, France, will hold a "Week of Organization" in Paris, at Magic City, from Tuesday, October 4, until Sunday, October 14, 1928. This "week" is a development of the Congress, which is held at the same time and in connection with the office equipment exposition. The Grand Automobile Show will also be held at the same time.

The European championship typewriting contests, which for several years have brought together some of the best typists of Europe, will take place on Sunday, October 7, under the direction, as in the past, of A. Navarre, secretary-general of the Chambre Syndicale d'Organisation Commerciale.

On the first day the following departments will be considered: mailing, filing, and data and statistics. On the second day, the personnel department, and the remuneration of personnel will be considered, as well as the purchasing department. The third day will be devoted to the quotations (setting of prices), order, and retail-service departments. The fourth day will be given over to the consideration of the sales and publicity departments, while the fifth day will be devoted to the billing department, the business organization of a large foreign manufacturing plant, and a series of studies of the organization of plants, shipping and packing, and accounting departments.

An Outstanding Contribution to Trade Literature

Office Appliances acknowledges with pleasure the receipt of a book entitled, "Friedrich Soennecken, his Life and Work." The name Soennecken is so prominently associated with filing equipment and stationery supplies in Germany that it will require no introduction to our European readers nor to many of our readers on this side of the Atlantic. The feature of unusual interest to American readers is that the book is a reproduction of a work which was prepared for and accepted as a thesis for the writer's master's degree at the University of Muenster, Germany. That the author, Dr. Robert Hellbeck, has handled his subject in a scholarly manner is evident from the fact that his work won him a degree. The thesis has been put into book form by the publishing house of G. D. Baedeker, Essen-Ruhr, Germany, and the excellent manner in which the publishers have handled the mechanical features of the book—inserts, photographic reproductions tipped on the pages, the appendix of reproduced line-drawings—make this work an outstanding contribution to trade literature and a worthy representation of Friedrich Soennecken whose copy books and other school books are as well known to the school children of Germany as other Soennecken products are known to the business men and office workers of Europe.

Business Show Held in Sydney

A business efficiency exhibition, said to be the first of its kind ever held in Australia, took place at Sydney, N. S. W., in the Town Hall from and including June 11 to and including June 15. Leading concerns in the office equipment industry exhibited and demonstrated their products. The exhibitors entertain the belief that the results of the exhibition will be satisfactory as a stimulus to the sale of office machines in Australia.

One of the exhibitors was the house of Chartres, Ltd.,

MISS DUDGEON, YOUNG AUSTRALIAN SPEED TYPIST, WRITING ON THE REMINGTON ELECTRIC, ON WHICH SHE MADE THE PHENOMENAL SPEED OF 300 WORDS A MINUTE.

formerly Stott & Hoare and Chartres, Ltd., who showed Remington accounting and bookkeeping machines; electric typewriters and other Remington-Rand products, including the portable typewriter, Noiseless typewriter, standard typewriters, tabulating typewriter, Line-a-Line copyholders, Kardex visible recording system, Library Bureau, steel filing cabinets and Safe-Cabinets. They also demonstrated the Midget postal franking machine, Monroe adding calculator, Sundstrand 12-key adding machine, Rapid rotary duplicator, and Spool-o-Wire stapling machine. They ex-

hibited a quantity of trade literature on the items above named.

Miss Dudgeon, a sixteen-year-old student of the business college of the Chartres organization, attained, we are told, the phenomenal speed of over 300 words a minute. This remarkable speed record was made on the Remington Electric typewriter.

Tunley Now Re-established in Business

The liquidation of Office Appliances (South Africa) (Proprietary) Limited, in which Arthur Tunley and several other prominent office equipment men were interested, terminated the last of May, and the decentralized (separate company) plan of working, long advocated by Mr. Tunley, is now an accomplished fact.

Mr. Tunley has now re-established himself in business on his own account in Beresford House, Johannesburg, under the firm name of E. M. Tunley & Company. Mr. Cinamon, Mr. Frye and Mr. Maynard, all formerly connected with Office Appliances (South Africa) (Proprietary) Limited, have each established separate businesses, Mr. Cinamon, as the Natal Office Appliance Company, in Durban; Mr. Frye in Port Elizabeth as G. C. Frye & Company, and Mr. Maynard in Cape Town under the name the style of "Maynards."

It is stated that a satisfactory working arrangement has been established between the four concerns named. Each will work for its own interests and when possible will cooperate with the others. As the heads of all the concerns are men of experience, it is expected that a fine business will be worked up before long. Mr. Tunley and the others have obtained the services of competent assistants. Mr. Tunley will function as the factory representative for the concerns he represents, chief among which are the A. B. Dick Company and the Elliott Addressing Machine Company. Other important agencies are in the offing. He will also conduct his own business in Johannesburg as a retail dealer. Mr. Tunley's experience in this field in South Africa covers some tweny-five years, and during this period he has gained a wealth of knowledge that will be of great value to those whom he represents. He reports a number of visitors to his new establishment, including the American Trade Commissioner.

Russian Pioneer Desires Catalogues

John P. Mendeleeff has contributed considerable to the popularization of American office machines in Russia. For years he has issued descriptive pamphlets and books of instruction in the use of office machines and devices, adapting them to conditions peculiar to Russia. Mr. Mendeleeff now requests catalogues and other literature descriptive of American typewriters, adding machines, addressing machines, calculating machines, filing cabinets, loose leaf devices, typewriter ribbons and carbons, typewriter specialties and supplies in general, etc. Such literature may be addressed to John P. Mendeleeff, Liteiny 55, Leningrad, U. S. S. R.

John P. Mendeleeff was born in 1865 at Tomsk, Siberia. He started his office equipment career in 1889 as Remington agent at Tambov. In 1900 he joined the firm of J. Block as director of the Remington department of the firm, which held the Remington agency for the whole of Russia and with which he was connected until the beginning of the world war in 1914. Since May of this year Mr. Mendeleeff has been handling the Remington portables.

Two recent works written in Russian by Mr. Mendeleeff deal with the history of the typewriter and with the effects of the new Russian alphabet on typewriters. More than ten years ago the Russian authorities by government decree simplified Russian spelling and reduced the Russian alphabet from thirty-six to thirty-one characters. The younger generation of Russians are familiar only with the new orthography which has met with general acceptance throughout Russia. The simplification had been proposed and discussed even under the czaristic regime and official action was all that was required to bring the new spelling into general use in Russia. To typists who have become used to the new system of spelling, especially touch typists,

JOHN P. MENDELEEF.—Here we note this distinguished Russian office equipment man and writer at his desk in his office in Leningrad, busy with his Remington portable typewriter.

an old style keyboard presents great difficulties. Yet, Mr. Mendeleef informs us, there are some American typewriter manufacturers who do not yet supply machines with the new keyboard. Mr. Mendeleeff arranged a new standard Russian keyboard for 42-key typewriters and has also adapted the new alphabet to several other single and double shift typewriters. Manufacturers or others who are interested in the new orthography as applied to typewriters are invited to get in direct touch with Mr. Mendeleeff.

British Company Acquires Several Agencies

Edwards & Bryning, Ltd., Castle Works, Rochdale, England, have purchased the whole of the stock of the "Safe-Guard" Cheque Writers in England and India.

The company has also been appointed agents of the L. C. Smith and Corona typewriters, the Mercedes, and the Imperial All-British machine.

Springborn Joins Chain Store Publication

On August 6 Harold Springborn, for the past year and eight months associate editor of Geyer's Stationer and the Gift and Art Shop, became production manager of the Chain Store Review, a new publication devoted to the chain store field.

Mr. Springborn joined Geyer's on the occasion of their fiftieth anniversary to work on the anniversary number which was so well received by the trade. Mr. Springborn spent considerable time and effort on this enterprise and deserves much credit for its success.

He has made a place for himself in the stationery trade and is well liked by all with whom he has come in contact.

Office Appliances regrets that Mr. Springborn is leaving this field, but extends hearty good wishes for his success in the new line of endeavor.

Mr. Springborn is a graduate of Dartmouth University.

American Office Equipment in Europe

By Herbert S. Hollander

DURING the past six years exports of office appliances and office furniture have consistently increased until, during the present year, manufacturers predict that exports will reach a figure more than three times the $17,385,822 which represent the value of exports of office appliances during the year 1922.

Each year since that time has seen an increase ranging between 21 and 30 per cent over the value of exports of the preceding year, with the exception of 1926, when exports exceeded those of 1925 by but 7 per cent. Starting with an increase over the preceding year of almost $4,500,000 during 1923, when exports equalled $21,727,628, they rose to $26,424,597 in 1924, to $33,859,240 in 1925, to $36,311,110 in 1926 and to $44,094,374 in 1927. At the rate of increase of past years, the figure should be well above $52,000,000 for 1928.

Although foreign sales of typewriters increase, it is a fact that during 1926 exports of typewriters to the United Kingdom dropped $473,000 in value below those of the year previous. However, during 1927 they came back, being only about $33,000 below the record of $3,453,523 worth of typewriters shipped to that country in 1925.

During the past five years, exports of typewriters to foreign countries have increased at the rate of about $2,000,000 each year, official reports show, rising from $11,573,000 worth in 1922 to more than $20,850,000 worth in 1927. Although standard typewriters lead the market in sales, portables are becoming increasingly popular, especially in Central Europe. During 1927 there were 216,000 standard machines and 123,000 portables exported, increasing from 202,000 and 98,000 respectively. In addition, a total of 37,817 used and rebuilt machines, having a value of $1,221,195, were exported from the United States.

In addition to the United Kingdom, which is our leading market for typewriters, France, Argentina, and Germany receive large consignments, each country having imported more than $1,000,000 worth during the past year. Eight other countries received shipments ranging between $500,000 and $1,000,000 in value.

Other Machines Also Show Gains

Sales of adding, accounting, tabulating and calculating machines abroad have, during the past five years, increased by the phenomenal record of 450 per cent. In 1922 our total exports of these machines amounted to $2,047,000. During 1927 this figure rose to $11,474,934.

In 1922 sales of these machines to Germany totaled $161,000. This figure rose to more than $2,200,000 in 1925, but, owing to unsatisfactory economic conditions, dropped by more than $700,000 during 1926. A recovery set in during 1927, however, and that year again witnessed sales of these machines to Germany go above the $2,000,000 mark, the total being $2,118,286.

Recognition of the value of American machines has been accorded by at least one foreign government. At a recent election in Poland, American-made adding machines were used to count the votes, a circumstance minor in itself, but important when it is remembered that countries of Eastern Europe often are slow in adopting new methods.

What applies to sales of these particular products to Germany applies also to the total exports of office appliances from the United States to that country. While exports to the United Kingdom have risen from $3,800,000 to almost $7,000,000 in value, exports to Germany, our second market for such products, have increased from a bare $240,000 in 1922, to almost $5,200,000 during the past year. And this despite the fact that Germany is our largest competitor in the manufacture and export of office appliances.

Although some of Germany's exports go to Argentina and Brazil, two countries which are fast becoming important markets for this type of goods, the majority of her exports are sold in European markets. During 1926 its total foreign sales aggregated more than $4,320,000 and during 1927 early statistics promised that this figure would go well above the $5,000,000 mark. The combined exports of office appliances from the United Kingdom, France, Belgium, Czechoslovakia, Austria, Sweden and Italy totaled less than $1,675,000 in 1926 and not much more in 1927.

Cash Register Sales Increase

Exports of cash registers also have been gaining materially, rising from slightly more than 14,000 in 1922 to 35,498 in 1927. Germany is now our leading market in this product, when considered from the standpoint of value, the United Kingdom ranking second and Australia taking third place. Exports to Germany totaled 3,800 registers, valued at about $1,660,000. While exports to England aggregated 11,350 registers, they had a value, however, of but $1,368,000. Australia took 2,800 registers, valued at $409,000. The total value of exports of cash registers in 1927 was $7,415,908.

Material increases in the exports of addressing and duplicating machines, as well as such appliances as dictating, mailing, letter opening, numbering and stapling machines, check protectors and writers and other contrivances were recorded during the past several years, the trade in the case of addressing and duplicating machines being about two and one-half times larger than it was in 1922. The total trade in these various appliances during 1927 aggregated $4,723,900.

Shipments of metal filing cases abroad during the past year increased in value approximately 25 per cent over those of 1926, rising from $1,706,000 to $2,157,000. The value of safes and cabinets exported rose from $625,000 to $844,000. A decrease, however, was noted in the value of exports of other metal office furniture and fixtures, the figure dropping from $796,000 in 1926 to $773,000 in 1927.

Although no accurate data are available, this drop is probably due to the competition of wooden furniture produced locally, a competition which will continue until the process of manufacture of steel furniture has been so simplified that this product may be placed on the market at a fair competitive price.

Records for the first few months of 1928 show no diminution of our trade in office appliances. Typewriters, adding, calculating and similar machines, as well as virtually all other labor and time saving contrivances practical for the office, show proportionate increases over the exports of the same period of 1927. The foreign connections of this industry are sound and widespread, and the outlook for the future is not only encouraging but extremely favorable.

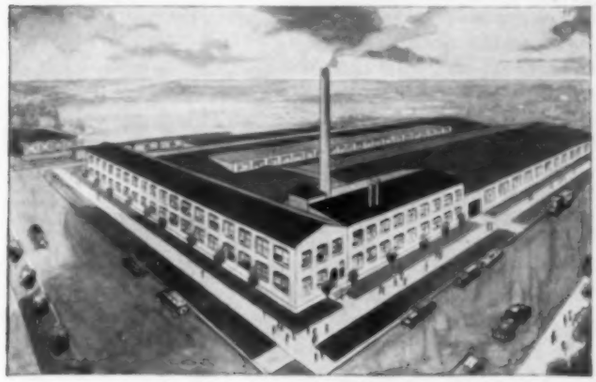
"Today is all you have. Tomorrow is a promissory note; yesterday is a cancelled check."

—Mercantile Press, Honolulu

Invincible Metal Furniture Expands Plant

The Invincible Metal Furniture Company, Manitowoc, Wis., announces a plant expansion which now gives them double the production capacity of last year. Steady increase in the business during the past few years has necessitated several expansions.

The company has for the past decade specialized in the production of steel filing equipment and safe deposit boxes,



A VIEW OF THE NEW PLANT OF THE INVINCIBLE METAL FURNITURE COMPANY AT MANITOWOC, WISCONSIN

in which fields they have made good progress and have established their distribution from coast to coast.

A large section of the new plant will be devoted to the manufacture of steel desks. This is a new line which, the officials of the company state, is in harmony with the most modern developments in steel desk construction. This line is now in production, having completed six months of exhaustive tests. A full variety of types is available, sufficient to meet any demand.

Underwood Elliott-Fisher European Representatives to Confer

Approximately a thousand European representatives, business managers and agency representatives of the Underwood Elliott-Fisher Company, will be held in a central city of Switzerland this month.

M. S. Eylar, export director of the company, and vice-president of the General Office Equipment Corporation, has just gone abroad for an extended continental business trip and of course will be one of the principal figures at the conference. Mr. Eylar's trip will take him as far east as Warsaw and will include every important capital city on the continent as well as London. He expects to be gone about three months, visiting Underwood Elliott-Fisher agencies and representatives in Europe.

H. L. Coit Kills a Wolf Near Bridgeport

Harry L. Coit, president of the Bridgeport Pen Company, Bridgeport, Conn., on Saturday, July 14, brought down with his trusty rifle a savage she-wolf that had for months haunted the woods and roads of Plattsville, the valley at the foot of Sport Hill and the neighboring hillsides, preying on farmers' poultry yards.

The wolf was captured as a cub and brought to a lumber camp near by. She was at first the camp mascot. As she grew larger, however, she grew wilder and on reaching full growth "went native" entirely and would have nothing to do with human beings. It is said that she was of unusual size and cunning, and had done much damage. Every effort was made to capture her alive and take her to some zoological garden, but she was wise in the ways of men and shunned all traps. Finally the game warden of the district was reluctantly obliged to pronounce sentence of death and to declare an open season on wolves.

The Bridgeport Post of July 17 published a news story of the ending of the career of the wolf at the hands of Mr. Coit, giving him full credit for doing what many others had tried and failed to do.

SINKING FOUNDATIONS OF NEW HORDER BUILDING AT CHICAGO.—View in July when the excavation work had been completed, the cut shored, and pile driving started. The dainty "pencils" in the foreground are fifty-five foot piles, which sink to hard pan.

Chicago Royal Salesmen Guests of Manager

Salesmen of the Chicago branch, Royal Typewriter Company, Inc., were guests at a dinner given by Fred G. Kennedy, branch manager, at the Fish Fans' club ship, July 18. The marine dining salon overlooks Belmont harbor and Lake Michigan. There were thirty-one present, including W. B. Larsen, general sales manager, W. A. Partee, manager at Milwaukee, and Mr. Kennedy. The dinner was given as a token of appreciation for the success of a recent sales contest. It was deferred until it was possible for Mr. Larsen to attend, as the Chicago branch organization is very familiar to him. Mr. Larsen was manager at Chicago prior to his elevation to the post of general sales manager.

GROUP AT DINNER OF ROYAL TYPEWRITER COMPANY, INC., Chicago, Ill.—It was held at the Fish Fans' Club.

NEW MACHINES and DEVICES

"Mimeoscope" Offered in Portable Form

The A. B. Dick Company, manufacturer of the Mimeograph, 720 West Jackson boulevard, Chicago, Ill., has amplified the field of its stencil duplicator. A portable "Mimeoscope" has been perfected, to aid in the preparation of illustrated letters, office and factory forms and other work in which drawings are required, either freehand or mechanical. The principle of the "Mimeoscope" has been employed by the company in larger machines, which are used extensively by business houses doing a considerable volume of illustrated work. The portable "Mimeoscope" brings the advantages of this useful device to all Mimeograph users, at a moderate price. The device is 19x10½ inches. It consists of a frame, which is adjustable to secure the correct pitch for good work. A glass plate forms the working surface, permitting light to pass through the stencil being manipulated, and allowing every line to be seen as made. This device will take Mimeograph stencils Nos. 951, 960 or 961. Daylight can be used, or an electric lamp used to illuminate the stencil from underneath. The company provides a lamp socket, cord and plug as an extra, optional with purchasers. A clamp is provided to fasten the lamp to the frame of the portable "Mimeoscope."

In using the portable "Mimeoscope" the operator places the copy or sketch to be reproduced on the glass plate, and covers it with the flexible writing plate provided. The stencil is then put in place—a wire support is provided to hold the stencil backing sheet so it does not obstruct the light. The operator then proceeds to trace the lines of the copy in the Mimeograph stencil. With a stylus, selecting the appropriate instrument, the stencil lines are cut to provide embellishment, illustrations, signatures, or ruled lines as called for by the copy. Stencil buttons and clamps to hold the stencil securely over the writing plate are attached to the frame, and a slot is provided for the retention of the stencil backing sheet in case typewritten work is to be added to the design or drawing.

The equipment provided with portable "Mimeoscope" includes a flexible writing plate (which supports the stencil when it is necessary to raise it from the copy), one each Stylus No. 405-B and No. 410-XS, and one No. 630 small circle ruler. Complete equipment for the electrical illumination of the work is provided at small extra cost. The A. B. Dick Company manufactures a variety of styli for use in cutting stencils, permitting the operator to select the proper instrument, just as the artist or draftsman picks the tool best suited to each individual operation called for by his work. "Screen plates" for making backgrounds, "Ben Day" shading, simulating textile fabrics, etc., can be secured for use with portable "Mimeoscope."

"Opalla" Card and Memo Cases

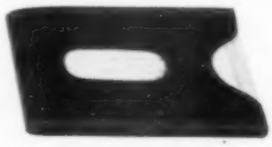
The "Opalla" card and memo cases, invented by A. Opalla, 7530 Jeffrey avenue, Chicago, Ill., are intended to fit into the pocket, to lie flat therein and not bulk out the pocket, and to prevent one's personal cards or memo cards and sheets from being damaged in any way by contact with the pocket. Either case holds from thirty to forty cards.

The card case fits into the vest pocket, and is said to be almost unnoticeable. The memo case holds three by five-inch cards or sheets. There are no buttons, no flaps, no springs, and no straps on these cases.

Both cases are made entirely of leather and can be furnished in either black or brown with gold or color stamping.

Tallman, Robbins & Company, 314-324 West Superior street, Chicago, are now coöperating in the distribution of these two devices. Communications may be addressed either to them or to Mr. Opalla.

PORTABLE MIMEOSCOPE.



"OPALLA" CARD CASE.

"OPALLA" MEMO CASE

SHOWING IDENTIFICATION CARD ON BACK OF CASE.

VENUS NO. 28 OVERSIZE EVERPOINTED PENCIL—A NEW PRODUCT

Venus Oversize Everpointed Pencil

The American Lead Pencil Company, Hoboken, N. J., are making the new Venus propel pencil shown here, known as Number 28, Oversize Everpointed. The large, round barrel has a herringbone-chased ebony finish, with a gilt point, gilt clip, and gilt back cap with a green band. A large-size red eraser in removable metal socket is furnished under the back cap, and a reserve supply of leads is contained in the barrel.

This pencil is furnished one dozen to a counter display card. Twelve individual boxes are also furnished for enclosing each pencil when sold. The display card is attractive and attention-compelling.

Since its recent introduction this pencil has become, it is said, an unusually popular item among dealers. It retails at a nominal price.

Sunruco Desk Savers

The Sun Rubber Company, Barberton, O., now make "Sunruco" Desk Savers, a pair of which fits on the inside of the front of the pedestals of a double-pedestal desk.

DESK SHOWING SUNRUCO DESK SAVERS

They protect the desk by obviating marring and splintering the corners where the occupant's chair rubs against it, and they protect one's clothing from damage also. Each desk saver is six inches in length, and is made of tough, durable brown-colored rubber. They are packed two to a carton, with the necessary brads for applying them to desk or table.

"Office Specialty" Offers Tubular Labels

The Office Specialty Manufacturing Company, Ltd., Newmarket, Canada, has included in its filing supplies lines the No. 5 tubular insertable label holder. This is available for, card or vertical files. The tube is of celluloid, open at the ends. The label unit is fastened securely to the guide. Indexing strips on which the classifications are written are furnished with the label holders.

Barkley Tang Folders

C. L. Barkley & Company, 655 South Wells street, Chicago, Ill., has added tang correspondence folders to its lines. The tangs are set to fit standard 2¾ inch punchings. File backs are also furnished with tangs. These correspondence folders and file backs are furnished in eight different colors of stock, permitting the extensive use of color classifications for correspondence files.

Wardrobe Locker with Storage Facilities

The Berger Manufacturing Company, Canton, Ohio, has added to its "8000" series a combination wardrobe and storage cabinet. It is No. 8562; same in overall dimensions as

"BERLOY" COMBINATION WARDROBE AND STORAGE CABINET

the popular No. 8560—seventy-eight inches high, thirty-six inches wide and eighteen inches deep from front to back. The cabinet is divided vertically into two compartments. Under the full width top shelf is one compartment with four half-width shelves, and another compartment with a coat hanger rod. This cabinet is suited for storing the office supplies and street clothing of the office workers.

New Conklin Black and Gold Endura

The Conklin Pen Company, Toledo, O., announce a new Conklin Endura pen and pencil in black and gold pyroxylin. These have been produced, it is said, to accord with the popular trend toward the use of more subdued colors in fountain pen and pencil lines. The company feel that they have produced a pen of distinction and beauty, which, while not ostentatious, is distinctive enough to be attractive, combining the modern vogue for uniqueness with artistic tone quality.

The new product is furnished in either long or short models, and sells at the established Endura prices of seven and five dollars, respectively. Long and short model pencils in this style sell at four dollars and at three dollars and fifty cents.

Lyon Table and Chair Line

Lyon Metal Products, Inc., Aurora, Ill., has brought out a new series in its "Steelart" table line, and also folding chairs to correspond. In design and decoration these tables and chairs are distinctive, and in keeping with the decorative spirit of the times. Dealers find an extensive field for this line. The range of colors and designs makes it possible

to gratify every taste, or to harmonize with the decorative scheme of the rooms in which they are used. Added to their artistic merit are the substantial construction and the stability of decoration and finish.

While carrying the usual numeral symbols for convenience in ordering, the new tables have distinctive names, christened after prominent American resorts: Palm Beach,

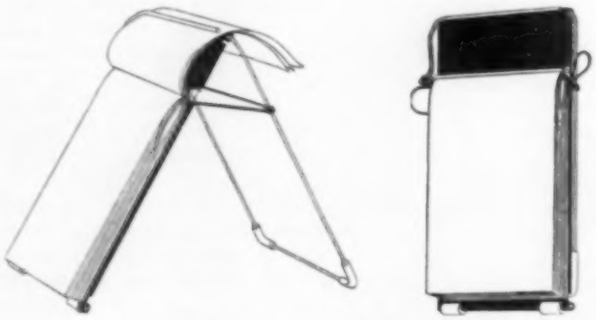
"STEELART" TABLE AND CHAIRS

Newport, Pinehurst, Bar Harbor and Lake Placid. The color of the finish and the nature of the table center decoration in the order given above is: Tan with tan leatherette table center; coral with brown; green with green; black with black and red; blue with gold. An art panel provides the decorative scheme.

These tables and chairs are sold separately, or in a set comprising one table and four chairs.

"Holdit" Folding Portable Copyholder

The Office Efficiency Distributors Company, 200 Davis street, San Francisco, Calif., is producing the improved "Holdit" portable and folding copyholder. This device is a convenient utility for the stenographer. It supports either wide or narrow stenographers' note books, with either flexible or stiff backs. Stiff back note books are unnecessary,



"HOLDIT" FOLDING PORTABLE COPYHOLDER—At right, as used taking dictation; at left, in transcribing position.

as the "Holdit" affords ample rigidity for making notes. Any size of paper can be used without interference with the note book. It is unnecessary to use clips, rubber bands or other accessories. The "Holdit" can be adjusted at any convenient position required by the stenographer when transcribing notes.

Welty Writing Munitions in Novel Form

The Wm. A. Welty Company, 36 South State street, Chicago, Ill., has introduced two new items of interest to users of fountain pens and mechanical pencils. Ink cartridges are provided for fountain pen users, the three sizes affording an individual filling for Nos. 23, 25, and 29 fountain pens. High grade fountain pen ink is used. The cartridges are sealed securely against accidental leakage, yet are readily opened without the use of special tools when the fountain pen requires a drink. The cartridges may be carried in the pocket safely.

Users of mechanical pencils who write much will find the new half-gross package of refill leads a great convenience. This retails at a lesser price than the aggregate price of six individual packages of one dozen sticks. The economy is secured through the use of a single container, rather than six, as when leads are bought one dozen at a time.

Addressing Multigraph for Smaller Mailing Lists

The American Multigraph Sales Company, Kelley avenue and East Fortieth street Cleveland, O., announces a new Addressing Multigraph, model number 100. This machine has been developed for the use of concerns having lists not large enough to justify the installation of the electrical-

NEW MODEL 100 ADDRESSING MULTIGRAPH

ly driven model number 66, and yet who desire to have the advantages of the quality work of the Multigraph.

"These perfectly produced and filled-in letters and addressed envelopes are done at the speed of from 200 to 500 completed letters and envelopes per hour," states a descriptive circular, in telling of the results obtained in using this new machine. It is said to be easily operated and is furnished on a standardized Multigraph equipment. It employs either Compotype composition or standard Multigraph type with regular multigraph address plates. It is hand operated and automatically fed.

Portable Typewriter Desk by Tell City

The Tell City Desk Company, Tell City, Ind., has in production a new desk for portable typewriters, No. 0530. This is a home desk with classic lines, providing a support for the typewriter, with two drawers in a pedestal at the right. The typewriter is supported on a tilting platform, which operates easily and affords a rigid support. When closed the typewriter support makes the appearance of a

drawer front. The No. 0530 is thirty-six inches long, twenty-six inches high, and weighs, crated for shipment, 130 pounds. This is a combination walnut desk, with a one-inch, five-ply genuine walnut top. The panels are

TELL CITY PORTABLE TYPEWRITER DESK—Open. When closed the typewriter support is pushed back, and the opening is concealed, giving the appearance of a drawer front.

three-ply. Solid parts are of select red gum. The drawers are dovetailed front and back, three-ply drawer bottoms, framed on four sides; drawer slides and backs are hardwood. The top pedestal drawer is partitioned; lower double drawer is equipped with file follower block. The knobs are English antique, dull finish. There is a one-piece continuous panel back. A convenient stationery compartment is placed on the rear of the typewriter shelf. This little desk is made to accommodate all makes of standard portable typewriters.

"Oneflip" Steel Folding Chair

The Nufold Furniture Company, Suite 1644, 666 Lake Shore Drive (American Furniture Mart), Chicago, Ill., is producing a novel line of steel folding chairs and tables.

THE "ONEFLIP" FOLDING CHAIR.—Left: Even a child can operate one. Right: Ready for its appointed purpose.

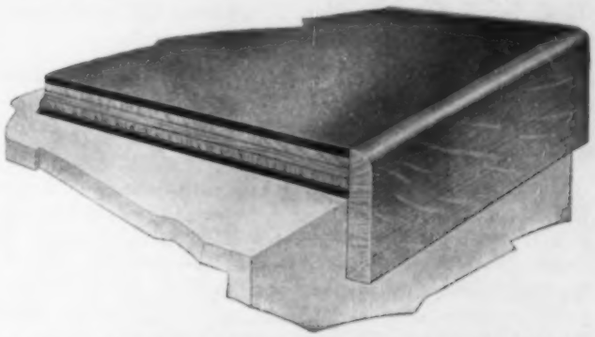
The folding chair collapses to 14x28x1 inch, the latter dimension indicating the compactness of the chair, and suggesting the ease of storage when not in use. The chair is manipulated so easily that the maker calls it the "Oneflip" steel folding chair. The action of its mechanism is positive, and accidental collapse is unheard of. The modern taste for color in office and household furniture is met through the six finishes offered: Jade green, mandarin red, decorated black, Chinese yellow, walnut, ivory. The seat and back rest are of leatherette, embossed with a pleasing pattern. The back panel is decorated. A camp chair with metal back and canvas seat is included in the line.

The manufacturer claims the following advantages for the Nufold steel chair: Wide seat, no waste room; full supporting back; spring back; rigid, thoroughly braced; compact when folded; neat appearance; weighs but nine pounds; easily handled; packed in individual carton; folds without stooping; handles quietly.

E. E. Blankmeyer & Co., 133 W. Lake St., Chicago, Ill., are distributors to the office furniture trade.

Neo-Ply Shell Tops for Desks, Etc.

Wagemaker Company, Grand Rapids, Mich., are making Neo-Ply shell tops for desks, tables, counter height files, etc. These tops are made to fit over any surface, giving a finished and solid appearance. They are made on the



CROSS SECTION SHOWING CONSTRUCTION OF WAGEMAKER NEO-PLY SHELL TOPS FOR DESKS.

exclusive Wagemaker Neo-Ply principle, with linoleum top and bottom. The banding is sufficiently to cover the edges of the bed of the desk, tables, etc., and it is said that absolute flatness is assured. They are particularly adapted for making a finished counter of counter-height files.

They are furnished with green, brown or black linoleum. Banding is furnished in any finish.

Belgian Firm Offers New Type of Sponge Cup

The Etablissements G. Neyrinckx, S. A., Antwerp, Belgium, have placed on the market a sponge cup and sponge-rubber moistening device for which the claim is made that the sponge is never too moist nor too dry. The flat sponge-rubber moistening surface stands higher than the top rim of the cup and is therefore easily gotten at. Pressure on the sponge brings the water up to the moistening surface and the excess water which collects in the specially constructed declivity of the cup returns to the reservoir as soon as the pressure is released.

A New French Copyholder

The Rolitho is the name of a new French copyholder which has a base upon which the typewriter is set and a key lever to the right of the machine for the purpose of advancing the copy. The copy, in the form either of loose sheets or of a note book, is held in a position level with the eyes, and above and slightly to the rear of the writing line of the typewriter. The device is manufactured by the Compagnie Rolitho, 17 Rue des Petits-Champs, Paris (1 er.), France.

(New Machines—Continued on Page 147.)

L. C. Smith Organization Completes Miller-Bryant-Pierce Deal

In last month's isue of Office Appliances, page 36, there was a news story telling of the purchase of the Miller-Bryant-Pierce Company of Aurora, Ills., by L. C. Smith & Corona Typewriters, Inc., of Syracuse, N. Y.

On July 11, Frank R. Ford, president of the L. C. Smith and Corona organization, sent a letter to stockholders stating that the authorized common stock of L. C. Smith & Corona Typewriters, Inc., had been increased from 150,000 to 200,000 shares (of no par value), and the amount of this common stock now issued, viz., 149,401 shares, has been increased by the 12,000 shares paid for the ribbon and carbon property, making a total of 161,401 shares issued and outstanding, all of which are held in the present voting trust. In addition, $338,000 worth of six per cent bonds of L. C. Smith & Corona Typewriters, Inc., have been issued and paid for these stocks.

There have also been drawn down and are available $108,000 additional of these bonds, which it is expected will be used to retire $110,000 of 7 per cent bonds (the entire amount outstanding) of The Miller-Bryant-Pierce Company.

Upon completion of this transaction as above there will consequently be issued and outstanding the following securities of the purchasing company: Preferred stock ($100 par value) $2,200,000; common stock (no par value) 161,401 shares; 6 per cent first mortgage bonds $1,421,800.

The Miller-Bryant-Pierce Company was incorporated in 1896 and has built up a large and profitable business. Its manufacturing plant located in Aurora, Ill., consists of two modern reinforced concrete buildings and is said to be one of the best constructed and equipped factories for the production of ribbons and carbons. Its products are sold principally direct to its customers by the nineteen branches located in large cities throughout the United States, and also to dealers both here and abroad. Its business policies and success, it is said, are largely attributable to the ability and energy of its president, S. Eugene Miller, and of T. G. Roehm, sales manager, both of whom will continue to direct and manage this business in the future as in the past. No change whatever is contemplated in the organization of the company or in its policies and methods.

This purchase and affiliation will give L. C. Smith & Corona Typewriters, Inc., the advantage of all the high-grade ribbon and carbon lines of the newly acquired company, and will provide a source of supply from the Aurora plant for the several well known ribbon and carbon lines long sponsored by the L. C. Smith organization.

Remington Rand Directors Reelected

At the annual meeting of Remington Rand Business Service, Inc., retiring directors were reelected. B. L. Winchell, chairman of the board, stated that there are at present more than 11,000 stockholders. Represented at the meeting were 801,799 shares out of 1,532,281 outstanding.

More on Underwood Computing Machine Company

In the July issue of Office Appliances, page 35, appeared the news of the purchase of the Underwood Computing Machine Company by the Elliott-Fisher Company, a subsidiary of the Underwood Elliott-Fisher Company. Approximately 93 per cent of the stockholders of the purchased company voted in favor of the sale, in consideration of 30,630 shares of common stock in the parent company. Outstanding stock of the Underwood Computing Machine Company amounted to 500 shares of preferred and 27,774 of common.

In speaking of the purchase, Philip D. Wagoner, president of the Underwood Elliott-Fisher Company, stated: "In acquiring the assets of this company, through a subsidiary of the Underwood Elliott-Fisher Company, we are carrying out our policy of controlling the manufacture as well as the sale of products in which we are interested. The newly acquired company has for many years manufactured the Underwood bookkeeping machine, which is used in practically every industry throughout the world. This product has been and will continue to be marketed by the Underwood Typewriter Company, a subsidiary of the Underwood Elliott-Fisher Company.

"There are three types of bookkeeping machine, each having its own particular field of usefulness, and exemplified by the Underwood, the Elliott-Fisher, and the Sundstrand —all products of Underwood Elliott-Fisher.....

"The average profits of the Underwood Computing Machine Company for the last three years have equalled $6.70 per share of the Underwood Elliott-Fisher Company stock issued in the purchase of its assets."

Merrill New Remington Rand President

William T. Merrill, formerly vice-president and general manager of Remington Rand Business Service, Inc., has been elected to the presidency of that organization, to succeed James H. Rand, who in turn has been elected chairman of the board.

A story appearing in the July issue of Office Appliances, page 36, told of the recent appointment of Mr. Merrill to the office of vice-president and general manager, made vacant by the resignation of G. P. Wigginton from that position. The account also gave a short history of Mr. Merrill's career. It is stated that Mr. Merrill will continue as general manager of the organization in addition to the duties devolving upon him as president.

Benjamin L. Winchell, former chairman of the board, has been elected chairman of the executive committee.

W. L. Clark Becomes Parker Sales Manager

W. L. Clark, who for the past six years has been manager of the Chicago office of the Parker Pen Company, will become general sales manager of the company on September 1, succeeding Horace L. Blackman, who has held that position for the past twelve years and recently resigned in order to make his home in southern California. Mr. Clark will soon move his family to Janesville, Wis., where the general offices of the company are located.

Mr. Clark has had nearly thirty years' experience in the selling field, spending twenty in the implement, vehicle and tractor business. He was first connected with the Moline Wagon Company whom he served seven years as salesman and later as sales manager, following that he put in several years with the Moline Plow Company as assistant branch manager, advertising manager and eastern trade manager in charge of ten branches.

Mr. Clark joined the Parker organization in 1922, at which time he was given immediate charge of the business served by the Chicago office, which covers the states of Illinois, Michigan, Indiana, eastern Missouri and western Iowa. Dur-

W. L. CLARK

ing Mr. Clark's six-year period of service the Chicago office has had to be enlarged four times. It was first a one-room office on the fifth floor of a building at Randolph and Clark streets. Now the office covers the entire second floor of the Century building at 202 South State street. This office is maintained for the giving of service to Parker dealers and to users of Parker products. Similar offices are maintained in Boston, New York, Atlanta, Dallas and San Francisco.

The Parker Pen Company is this year showing a substantial growth in the volume of its business over that of any year in its history, states Mr. Blackman, retiring sales manager. Mr. Clark's many friends will no doubt be delighted to hear of his promotion and the opportunity he will have to take a very active part in the management of the company's prosperity and growth.

W. F. Arnold New Sundstrand Sales Manager

M. A. Seely, sales manager of the General Office Equipment Corporation, recently announced the appointment of W. F. Arnold as sales manager of the Sundstrand division of G. O. E. C.

Mr. Arnold has had a broad and successful experience in the adding machine field extending over a period of eleven years. Upon leaving the University of Cincinnati in 1917, he joined a nationally known concern as service man. His record as a salesman and service man was rewarded with the assistant managership of the service department in charge of service personnel.

After another three years he undertook, as a special rep-

W. F. ARNOLD

resentative, the reorganization of agency offices, in the general interest of field personnel. Again his record brought him two rapid promotions: first as assistant to the chief sales executive, and later as sales manager—a position he has held until making his present connection with G. O. E. C.

Excuse Us, Please!

Similarity of Company Names Tempts Us to Error

The July number contained an item stating that J. Harry Prentiss had been appointed San Francisco representative by the Columbia Ribbon & Carbon Manufacturing Company.

The Columbia Ribbon & Carbon Manufacturing Company is represented in Los Angeles and San Francisco by the Schwabacher-Frey Stationery Company. In Los Angeles the manufacturers also have a resident salesman, L. V. Frankel. Arthur T. Fraser, representing the manufacturers, spends considerable time on the coast and makes headquarters at San Francisco. The company's distributors for the two cities, however, are the Schwabacher-Frey stores.

Mr. Prentiss is connected with an altogether different company, the Columbia Carbon Company of Los Angeles.

Jumbled Typebars!

An item in the July issue reported that "James Howard" had been appointed manager at Richmond, Va., by the L. C. Smith & Corona Typewriters Inc. The correct name is J. L. Howerton. Our apologies go to Mr. Howerton, whose twenty odd years in the office appliance field entitle him to accurate recognition for the fine advancement in his organization. Friends who could not recognize the intention to refer to Mr. Howerton's new position, because of the error in his name as published, now have an opportunity to congratulate him.

Pittsburgh O. A. Managers Elect Officers

The Office Appliance Managers Association of Pittsburgh, Pa., at their regular meeting on May 25 elected the following officers to serve during the fiscal year from and including June 1, 1928, to and including May 31, 1929:

President, Edward H. Jones, branch manager, L. C. Smith and Corona Typewriters, Inc.; vice-president, H. B. Cunningham, branch manager, Todd Sales Company; secretary-treasurer, Philip S. Beese, Jr., president of the

ED. H. JONES

PHILIP S. BEESE, JR.

Loose Leaf System and Supply Company, Inc. Directors are L. S. Roberts, C. V. Shoup and J. P. Arthurs.

Meetings during the summer are usually devoted to general discussions. On the last Friday of each summer month good fellowship meetings are held, taking the form of picnics or some other amusement. On June 29 the members participated in a picnic at the Allegheny County Rifle Range.

The association has twenty-six members, consisting of representatives of leading office equipment manufacturers, the president of the Loose Leaf System and Supply Company, and the president of the Suburban Electric Development Company.

Office Appliance Co. of Boston Buys Spratt Interests

The Office Appliance Company, 191-195 Devonshire street, Boston, Mass., has bought out Charles A. Spratt (Heater & Spratt Typewriter Company) and will continue the business at the same location, 90 Arch street, until September 30, when it will be moved to the main store of the Office Appliance Company on Devonshire street. Frank A. Heater, formerly associated with Mr. Spratt in the Heater & Spratt Typewriter Company, has been manager of the Office Appliance Company's Hammond-Varityper department since nearly a year ago, when the company took the agency.

F. Edgar McGee Now with Kardex International

F. Edgar McGee of Remington Rand Business Service Inc., has been appointed sales promotion manager of Kardex International Ltd., Inc., 451 Broadway, New York, N. Y. Mr. McGee has been identified with the office appliance industry for the past nine years in various sales and advertising capacities. He was formerly sales promotion and advertising manager of the Globe-Wernicke Company of Cincinnati, and manager of the Rand Company Division, Rand Kardex Bureau and Kardex Rand Sales Corporation.

Supplies Sales Managers' Club in New York?

The suggestion of a club for sales managers of companies which sell supplies in the New York metropolitan district has developed considerable interest. Such a club would afford contacts not secured in organizations covering several divisions of the field; it would provide a means of cooperation that would be of considerable advantage.

Problems of common interest could be resolved by joint discussion and action.

The sales manager of one company in the district showed great interest in the suggestion and expressed an opinion that meetings of such a club held five or ten times a year would be very beneficial.

The sale of supplies in the New York metropolitan district is increasing each year. The business is gaining in importance and in prestige. An organization would advance both.

Hansard Returns from Abroad

Evan Hansard, export manager of the Victor Adding Machine Company of Chicago, returned on July 21 from several months' trip to Europe in the company interests.

H. G. Anderson Now "Tom" Sheridan's Assistant

T. J. Sheridan, sales manager of the adding and accounting machines division of Remington Rand Business Service, Inc., announces the appointment of H. G. Anderson as assistant in charge of sales of the Dalton adding machine.

Mr. Anderson has worked in practically every department of the Dalton organization, and is, therefore, exceptionally competent to assume his present responsible position. Upon being graduated in 1920 from the College of Engineering and Commerce of the University of Cincinnati, he progressed through various departments of the Dalton plant: planning, cost, credit, order, and service. In the latter department he was assistant to E. J. McHale, and was put in charge of both sales and service. He next became special factory representative and assistant to P. B. Smith, general sales manager, going later from there to New York as assistant to Mr. Grubbs, in charge of Dalton sales promotion.

Mr. Anderson is now organizing his department, it is said, and hopes to have several important announcements to make in the near future.

Parlette to Address West Baden Convention

Ralph Parlette, a nationally known philosopher, humorist and after-dinner speaker, is expected to be present at the National Convention in West Baden to address the stationers of the country. He will speak on "Swat the Snake and Co-operate." Mr. Parlette is now the Editor of The Lyceum Magazine, and during the twenty-five years he has been before the public he has given more than 6,000 inspirational addresses in every part of the United States and Canada. In 1927 Mr. Parlette took a trip around the world, which he says was one long picnic. He is well known among the principal trade associations of the United States and is a decided acquisition to any speaking program.

E. W. Harris to Encircle Globe

E. W. Harris, sales manager of zone seven of the accounting machine division of Remington Rand Business Service, Inc., whose headquarters are at 39 Second street, San Francisco, Calif., is starting on August 10 on a special trip around the world for the Dalton division of Remington Rand. He will visit all of the principal cities in the following countries: Burma, Ceylon, China, Egypt, Hawaii, India, Indo-China, Japan, Java, Malay, Philippines, and Siam. He will return via Italy, France, and England.

Typewriter Men Expect Record Attendance at Convention

Officers and committees of the National Association of Typewriter Dealers confidently expect an attendance of not less than 300 persons, and possibly more, at the annual convention of that organization to be held at the Hollenden hotel, Cleveland, O., August 20, 21 and 22, 1928. Arrangements have been made, we are told, to award a prize to the largest delegation attending from any one city. Secretary Kinnisten is conferring with the railroads with a view to obtaining the customary convention rate of a fare and a half to persons attending the convention, provided enough people go to warrant the railroads in making the arrangement. He advises those who purchase transportation to the convention to ask for the usual convention-plan certificates at the time of purchasing tickets, such certificates—not receipts, for there is a distinction—to be honored for one-half fare returning to the point of departure, providing that the prescribed number of certificates are presented to the railroad authorities by the secretary or the committee in charge of the matter in Cleveland.

Delegates are assured of a number of interesting surprises at this convention, and a program of unusual interest has been arranged, including several speakers who will lift the discussions above the average convention routine. "Where and How to Get Business;" "Advertising;" "Financing Time Sales," etc., will be among the topics which will come up for comment. One of the most important matters will be the presentation of the results of the conference with the Federal Trade Commission. It is expected that the City Manager of Cleveland will present the address of welcome.

The National Association of Typewriter Dealers is a young, growing organization. Each year the sessions are better than they were the year before. Each year more men of experience and authority enter the ranks of the organization and take part in its activities. The next convention is going to be worth the time and expense of attending. It will bring to everyone present more than dollar for dollar value in return for time and money spent.

On Tuesday there wil be reception and registration up to 10 a. m., when President Reynolds will call the convention to order. The Cleveland City Manager, the Hon. W. R. Hopkins, will offer an address of welcome, to be responded to by the president. The annual address of the president will follow, then the reading of the largest typewritten message in the world from the largest typewriter in the world. In the afternoon Secretary Kinnisten and Treasurer Wiener will present their annual reports. James P. Ward, Shipman-Ward Manufacturing Company, Chicago, will speak on "How to Make Money in the Typewriter Business." "The New Rule in Business" will be explained by W. F. Farrar, assistant manager of the Cleveland Better Business Bureau. Other features of the program include the report of the committee on credentials and membership, general discussion, etc.

Second Day: General discussion will be followed by an address by Harry Collins Spillman—"At the Gates of the Market Place. Introductions of manufacturers and their representatives will conclude the forenoon. After lunch George Hossfield and Miss Josephine Pitisan, world's champion typists, will be introduced through the courtesy of the Underwood Typewriter Company. J. L. Sweeney, manager of the portable division of Remington Rand, will talk on the Birth and Growth of the Portable Typewriter; a representative of the Victor Acceptance Corporation of Chicago will discuss How We Finance Business.

Third Day: The morning will be devoted to general discussions and a sight-seeing trip around the city. In the afternoon officers will be elected, standing committees appointed, and the next convention city selected. The Federal Trade Conference between Federal Trade Commissioners from Washington and officers of the National Association will come up following the award of certain prizes.

Luncheons will take place in the Hollenden hotels, and at the Terminal Building.

The annual banquet will be held at the Hollenden on the evening of the first day. On the evening of the second day there will be a moonlight dance and boat ride, and there will be other features concerning which we are not apprised at the present moment.

Tate Company to Put on Business Show at New Orleans

The Tate Exposition Company, 225 Broadway, New York, N. Y., James F. Tate, president, will put on the International Office Equipment Exposition at New Orleans, La., October 29 to November 3, 1928. The Exposition will be held in the Permanent International Trade Exhibition building, a splendid six-story structure ideally equipped for shows and expositions. President Tate and staff are actively selling space for the Exposition, which is locally represented in New Orleans by J. F. Lewis, director of the office equipment exhibits of the Permanent International Trade Exhibition. Mr. Lewis is familiar with the office equipment industry and with the local conditions in New Orleans, and is keenly interested in making the Exposition a success.

New Orleans is advantageously situated for putting on a successful show. It is the largest manufacturing city south of St. Louis; the second foreign commerce port (in money value) in the United States; the center of trade with Mexico, South and Central America; the gateway to the Mississippi Valley, reached quickly and easily from nearly all points in the United States by twelve rail systems; has more than ninety steamship lines connecting with all world ports, and is a market for such business centers as St. Louis, Memphis, Baton Rouge, Shreveport, Mobile, and other progressive southern cities.

Manning Vice President and General Manager, L. C. Smith & Corona

The office of vice president and general manager, recently created by the Board of Directors of L. C. Smith & Corona Typewriters, Inc., has been filled by the appointment of Fowler Manning, who is to assume his duties before September 1. Mr. Manning will direct the general operations of the company from Syracuse, N. Y.

For some time before his appointment, Mr. Manning was associated with Ford, Bacon and Davis, Inc., New York, N. Y. He has also been connected with other large business enterprises such as the Diamond Match Company, New York, N. Y., and the Hoover Company (manufacturers of Hoover electric cleaners), North Canton, Ohio, his field being that of general organization with particular reference to marketing.

In addition to having directed operations which are internationally known or world wide in scope, he has long been associated with movements devoted to the improvement of business organizations and methods, being one of the founders and charter members of the American Society of Sales Executives. He is also director and member of the Executive Committee of the American Management Association.

The appointment of Mr. Manning will greatly strengthen and broaden the scope of the present organization, which will remain as now constituted.

Waterman Executives in Australia

F. D. Waterman, president of the L. E. Waterman Company, sailed for Australia some weeks ago from Vancouver. L. G. Sloan, the Waterman distributor in Great Britan, accompanied Mr. Waterman on the S. S. "Aorangi."

SNAPSHOTS TAKEN DURING LOS ANGELES MEETING, DISTRICT NO. 12, N. A. S. O. O. M., ON JUNE 18 last.—[For the above pictures Office Appliances is indebted to Joe E. Harvey of the West Coast Stationery & Printing Company, Los Angeles.] (1) R. M. Jones, W. A. Sheaffer Pen Company; (2) Carroll B. Rowe, West Coast Stationery & Printing Company; (3) T. Edwin Kirsch, Kirsch Stationery Company; (4) Eli H. Singer, Singer Stationery Company; (5) Fred Morein, Fowler Brothers; (6) Joe E. Harvey, West Coast Stationery & Printing Company; (7) Henry I. Locus, Locus Stationery & Printing Company; (8) Edna N. Davis; (9) Wm. T. Van Culin, Kiggins & Tooker; (10) Harry Golden, West Coast Stationery & Printing Company; (11) Read W. Rogers, The Stationery Shop, Alhambra; (12) William M. Pickering, S. E. & M. Vernon; (13) Arthur O. Carlson, Chas. R. Barry Company; (14) Geo. Blackman Parker Pen Company; (15) Norman S. Hard, West Coast Stationery & Printing Company; (16) M. S. Thomas, The Neuner Corporation; (17) Morris Piltzer, Quality Pad & Novelty Company; (18) Howell D. Melvin, Woodson P. Waddy and G. H. Pockels; (19) W. L. Wear, B. F. Goodrich Company; (20) Chas. Hyatt, W. E. Wilbur, new Los Angeles manager of H. S. Crocker Company, and Harry K. Freeman of Sanford Mfg. Company, 53 years in this territory; (21) Will Ormiston of Wahl Company.

EARLY NEW YORK STATIONER GREETS BLANK BOOK MAN FAR FROM GOTHAM'S BUSY MARTS.—Henry T. Little, seventy-eight years old, founder of the

old New York firm of Peckham, Little & Company, now resides at Santa Monica, Calif., and is here shown greeting Fred W. Baxter of the National Blank Book Company.

MEETING OF THE STATIONERS OF THE SAN FRANCISCO TERRITORY, REGIONAL DISTRICT NO. 12, JUNE 14 AND 15.—A report of this meeting appeared in Office Appliances last month. Howell D. Melvin of San Jose is regional governor, the district emoracing California, Nevada and Arizona. The meeting for the Los Angeles territory took place on the 18th and was also reported last month.

Meetings--Conventions--Dinners

Tenth District Annual Convention at Denver

The Fourth Annual Convention of District Number 10 of the National Association of Stationers, Office Outfitters and Manufacturers, was held at the Albany hotel, Denver, Colo., on June 22. District Governor Charles E. Hoffhine of Casper, Wyoming, presided, National President Woodson P. Waddy was present to address the gathering. He brought words of good cheer and advice to the fifty or more persons in attendance at each session, and his pleasing personality was appreciated by his Western audience.

An informal gathering of the early arrivals was held on June 21. Charles Robinson of the Wahl Company; Ray Clark of the American Pencil Company, and Andy Crush of the Webster Company, presided at these good fellowship sessions. These boys are royal entertainers and are very popular among the trade in the territory which they serve.

President Waddy spoke of the coming national convention to be held at West Baden; of the chain store as it will affect this trade in the future; inventories and turn-overs; maintenance of price levels; the price-per-dozen and discount evils, and the National Index.

The reports of Lieutenant Governors Kendrick of the Denver area, and Broome of the Pueblo area both indicated a normal condition in volume of business.

C. B. Irving, vice-president of the Irving-Pitt Manufacturing Company, Kansas City, Mo., strengthened the meeting by his presence and his thoughtful and timely address on "Finances and Financial Problems of the Stationer and Manufacturer." Mr. Irving, although a busy man, knows the value to trade associations of the personal effort and time spent in district meetings.

F. B. Abernathy, president of the Hoeckel Blank Book and Lithographing Company, Denver, Colo., one of the outstanding business men of the region, gave a paper touching on the bugaboo query which has been heard a good deal of late: "What's the Matter with the Stationer?" His full acquaintance with, and efforts on behalf of the affairs of the district won for him the nomination for the office of next District Governor.

Harry A. Blankenship of the Wilson-Jones Company, Chicago, Ill., spoke on the subject of coöperation.

During the luncheon held at the Albany Hotel, L. R. Kendrick of Denver gave a very instructive talk on "What the Association Means to the Dealer."

The afternoon session was devoted to open forum discussions, which proved to be a feature of the convention that will no doubt be perpetuated. Points were brought out which were of real value. The results of these discussions proved in a very emphatic fashion, the benefits of association.

The topics brought up for discussion, with the names of the discussion leaders, are as follows:

1. Does the present day chain store affect the stationer's business? Would a chain stationery store be successful? Harry Bellamy, Denver, leader.

2. How can the stationer develop and hold the fountain pen business? Charles Robinson, the Wahl Company, leader.

3. When should the dealer discontinue direct buying from manufacturers and buy from the jobbers? Jack Gage, Laramie, Wyoming, leader.

4. Should the small town dealer keep open fourteen hours per day in order to compete with news stands and others carrying stationery stock? F. E. Carper, La Junta, Colo., leader.

5. Should manufacturers coöperate with dealers in reducing overstock and slow items? A. R. Nichols, Denver, leader.

6. Creating sales through store arrangement. J. F. Broome, Pueblo, Colo., leader.

7. The value of a good window display. F. B. Robinson, Golden, Colo., leader.

8. Can a stationery and office equipment dealer profit by consistent weekly advertising in local papers? W. R. Fisher, Pueblo, Colo., leader.

9. Filing equipment and furniture that all stationers can profitably stock. J. P. Byrnes, Berger Manufacturing Company, leader.

10. Have the problems of the stationer changed any during the time of my experience? E. A. Kistler, Denver, Colo., leader.

The session was closed by an enjoyable automobile ride up Bear Creek Canyon to the Denver Motor Club, where more than two hundred persons enjoyed an evening banquet and dance given by the Colorado Stationers Association.

The publicity of the convention was printed and edited by District Governor C. E. Hoffhine, and was in the form of six bulletins under the caption of the "Teapot Weekly Bull—etin."

Those in attendance included the following:

Woodson P. Waddy, Everett Waddey Company, Richmond, Va.; Charles E. Hoffhine, Hoffhine Printing & Stationery Company, Casper, Wyo.; Harry Bellamy, Kendrick-Bellamy Company, Denver, Colo.; C. B. Irving, Irving-Pitt Manufacturing Company, Kansas City, Mo.; Ray M. Clark, American Pencil Company, Denver, Colo.; H. A. Blankenship, Wilson-Jones Company, Chicago, Ill.; E. A. Kistler, Kistler Stationery Company, Denver, Colo.; Jack R. Gage, Wyoming Stationery School Supply Company, Laramie, Wyo.; F. E. Carper, LaJunta Bank and Stationery Company, LaJunta, Colo.; H. C. Klein, Klein Stationery Company, Cheyenne, Wyo.; F. Hayes, Jr., Kistler Stationery Company, Denver, Colo.; John N. Kleff, Atlas Stationery Company, Leadville, Colo.; Ivan Soderquist, Hoeckel Blank Book & Lithographing Company, Denver, Colo.; Ray N. Logan, Kistler Stationery Company, Denver, Colo.; F. B. Robinson, Robinson Stationery Company, Golden, Colo.; O. W. Pechman, Denver Stationery Company, Denver, Colo.; B. F. Clement, Dennison Manufacturing Company, Denver, Colo.; George Horne, Horne Book & Stationery Company, Greeley, Colo.; Andrew Crush, F. S. Webster Company, Denver, Colo.; Ralph L. Watson, Denver Stationery Company, Denver, Colo.; F. E. Lipp, Dennison Manufacturing Company, Denver, Colo.; L. R. Kendrick, Kendrick-Bellamy Company, Denver, Colo.; J. F. Broome, Broome Brothers, Pueblo, Colo.; William Allen, Dennison Manufacturing Company, Denver, Colo.; W. R. Fisher, Rocky Mountain Bank Note Company, Pueblo, Colo.; F. B. Abernathy, C. F. Hoeckel Blank Book & Lithographing Co., Denver, Colo.; T. Hayes, Sr., Kistler Stationery Company, Denver, Colo.; Herbert Johnson, Kendrick-Bellamy Company, Denver, Colo.; George Matheson, Colorado Stationers Association, Denver, Colo.; D. N. Gagnon, Kistler Stationery Company, Denver, Colo.; J. P. Byrne, Berger Manufacturing Company, Kansas City, Mo.; E. H. Sherard, Tri-State Typewriter Exchange, Fort Collins, Colo.; George Thompson, Kistler Stationery Company, Denver, Colo.; W. P. Schuman, Colorado News Company, Denver, Colo.; Howard B. Jones, Conklin Pen Company, Denver, Colo.; I. W. Hankins, L. E. Waterman Pen Company, Denver, Colo.; Richard Whetsel, Kistler Stationery Company, Denver, Colo.; Charles E. Robinson, Wahl Company, Denver, Colo.; Harry Dimmitt, Campus Shop, Fort Collins, Colo.; Chris Sullivan, Kendrick-Bellamy Company, Denver, Colo.; W. T. Hughes, Weis Manufacturing Company, Denver, Colo.; Carl F. Lipner, Conklin Pen Company, Denver, Colo.; A. R. Nichols, Herrick Book & Stationery Company, Denver, Colo.; and Don T. Allison, Chamber of Commerce, Denver, Colo.

Pittsburgh Typewriter Dealers Meet

The Pittsburgh Typewriter and Adding Machine Dealers Association, at a meeting held in the Hotel Henry, Monday evening, July 9, by unanimous vote elected Charles Schott of the Charles H. Schott Company president. This was the first meeting since one held early in the year, at which time the resignation of Fred Reynolds as president was accepted, due to his transfer to the Pacific Coast office of the American Writing Machine Company.

Milton Wiener, secretary, asked to be relieved of his duties, due to his inability to devote the necessary time to the duties of the office. Fred W. Hock, of the American Typewriter Company, on Mr. Wiener's recommendation, was elected to the office for the duration of the unexpired term.

Plans were discussed for the coming national convention at Cleveland. It was the consensus of opinion that the Pittsburgh group should make it known at the convention that they are very much alive. Committees were appointed to arrange for the trip, and sixteen present signified their intention of attending, including five or six wives of members.

A general feeling exists that a number of important changes have been taking place in this industry in the last six months, and that these will receive considerable attention at the coming convention. It should, therefore, be the most important one on a national scale which has yet staged.

Several complaints and misunderstandings between members were ironed out at this meeting. It was shown that many such differences are caused by misstatements of customers—either deliberate or due to clouded understanding—which are made to one dealer concerning another.

Victor District Managers Meet in Chicago

The regular semi-annual meeting of the district managers of the Victor Adding Machine Company, 3900 North Rockwell avenue, Chicago, Ill., was held June 25 to 29 at the home offices of the company. These days were characterized by interesting business sessions as well as by entertainment features such as theater parties, a visit to the Cubs baseball games, and a dinner held at the Hamilton Club on June 26.

The managers who attended included J. B. Tompkins, New York office; C. W. Housman, Philadelphia office; A. D. Salomon, Chicago office; H. A. Thomas, Southeastern district; W. E. Gaar, Southwestern district; William Tonkin, North Central district; L. D. Smith, Pacific Coast district; E. J. Eggleston, Central district; J. Harvey Nichols, Southern district.

Representing the home office were A. C. Buehler, R. O. Buehler, L. J. Zant, A. W. Hitchcock, and Alvin Bakewell.

Reorganization of California Association

The organization composed of leading stationers which for a number of years operated as the Stationers' Association of California, with headquarters at 255 California street, San Francisco, was liquidated as of July 7, 1928. This action was taken at a special meeting of the members held in San Francisco June 26. The remaining assets and liabilities of the old association were transferred by resolution over to the new organization, known as the Stationers' Association. Having taken this action, the members proceeded to elect a new set of officers. The following officers were unanimously elected: B. M. Carlisle (A. Carlisle & Company), president; Edward E. Crandall (Schwabacher-Frey Stationery Company), vice president; Executive Committee: H. J. Stratford (Neal, Stratford & Kerr), chairman, George Davis (O'Connell & Davis), and Arthur Moench (H. S. Crocker Company).

The executive committee secured the services of Elton A. Wood to act as secretary and treasurer. Mr. Wood had five years' experience with the Stationers' Association of California, of which Henry P. Dimond was chairman. For some years past Mr. Wood has been in the purchasing department of Isaac Upham & Company. The executive committee stated that Mr. Wood is familiar with every detail of the stationery business and believes that he will greatly aid in solving the many problems that confront the organization.

The executive committee has engaged Room 621 in the Underwood building, 525 Market street, San Francisco. All communications should be addressed to the new headquarters. Speaking to members of the Stationers' Association, B. M. Carlisle, president, said in part:

"Your new executive committee and officers feel very optimistic that we now have a set-up to proceed with the working out of the details of the new association for the mutual advantage of all members. The enthusiasm exhibited at the last several meetings is very encouraging and we feel now that the proper cornerstone has been laid for immediate future progress."

Machine Men Hold Credit Meeting

Representatives of seven of the leading wholesalers of typewriters and adding machines had lunch at the Elks club, Chicago, on July 2, the purpose of the meeting being the exchange of credit information. They felt that frank coöperation in the credit end of the business would be of great value to the industry. Those who attended were guests of Arthur Froehlich, general manager of the Reliable Typewriter and Adding Machine Corporation, 170 West Washington street, Chicago.

DINNER OF THE DISTRICT MANAGERS OF THE VICTOR ADDING MACHINE COMPANY AT THE HAMILTON CLUB, CHICAGO, ON JUNE 26.

ANNUAL OUTING OF THE EMPLOYEES OF THE ART STEEL COMPANY, NEW YORK CITY, N. Y.

Art Steel Company Employees Enjoy Outing

At one o'clock on June 23, 1928, a caravan of trucks and cars left the Art Steel Company factory carrying 45 happy and hilarious people. Before leaving, coffee, sandwiches and pie were served and caps, noisemakers and horns were distributed. The inhabitants of the towns through which the caravan passed were thus informed that the Art Steel Company employees were enjoying a "holiday."

Events started at three o'clock, shortly after the arrival at Karatsonyi's, Sea Cliff, Long Island. First were the races—50-yard dash, 100-yard dash, three-legged race, sack race, potato race, and a backward race. Then came the ball game between the factory and office teams. Under the leadership of Willie Beck, the office team won by a score of 14 to 4, in spite of the valiant efforts of the factory boys, captained by Joe Rapport. After the ball game, three boxing contests were held between some of the factory men. They all ended in draws.

At six o'clock a seven-course shore dinner was served, during which prizes were awarded by Mr. L. M. Levy. In the private beauty contest, each of the four entrants was given a prize in order not to show any partiality.

Immediately after the dinner, the caravan formed again and headed homeward to New York City.

Chicago Office Equipment Golf Tournament

The July golfing date of the Chicago office equipment industry was held on the course of the Flossmoor Country Club with a full attendance of players from the distributors of office equipment in the city.

Flossmoor was at its best, but unfortunately the same cannot be said for the players as with but one exception, all seemed to have alibi that either the water was not hard enough to bounce the ball off, or the greens were not rutted so as to insure a golf ball finding the cup with the regulation two or three efforts per green.

George Kingsley, of the Remington-Rand Company, assured Mr. H. H. Conway, of the company bearing his name, that he believed the course should be re-designed at once and the rough placed where the fairways now are and the fairways located in that part of the grounds that is now growing a luxurious crop of hay and in part containing virgin timber. Perhaps this can be arranged for.

A. A. Davis, of the Van Dorn Iron Works, Harold Watt, of the Mead & Wheeler Company, A. C. MaGee of The Berger Manufacturing Company and A. C. Tobin of The General Fireproofing Company were perfectly satisfied with the course and the resultant scores were such as to merit their accepting the prizes that were awarded and in fact, should have merited considerable more praise from the other participants than was forthcoming.

Otto Geuther of the Marshall-Jackson Company, George Vinton, of the Yawman and Erbe Manufacturing Company, I. W. Eckstein, of the Art Metal Construction Company, and Charles Smith, of The Shaw-Walker Company, contributed scores that were worthy of salesmen who had all too little time to spend on the game of golf; their superiors, judging from their game, would instantly appreciate the fact that they were devoting their time to business.

Harry A. Waitz, of the Security Steel Equipment Company, became so disgusted with the kind of golf that his worthy friends were displaying that he was forced to leave. He simply could not stick it out.

The next golf meeting of this gathering will be held at Kenosha, where H. H. Conway will be host for the day.

Angle Steel People Picnic at Pine Lake

The annual picnic of the Angle Steel Stool Company, Plainwell, Mich., was held July 13. The picnic grounds and pavillion at Shelp's Resort, eight miles from Plainwell, on Pine Lake, were engaged for the day. Despite the unpropitious date the outing was blessed with fair weather, and a large crowd attended.

Contests were conducted, consisting of stunt races, quoit pitching contests, couple judged best for both round and square dances, and other diversions. The winners received suitable prizes. At seven o'clock 130, comprising employees of the company and members of their families, partook of a bountiful "potluck" supper. A barbecue pig was the center of attraction, and having done full honor to all present the plucked remains were a fit subject for the boneyard. A six-piece orchestra provided music for the supper hour, and for the evening of dancing which followed.

Underwood Salesmen at Chicago Have Outing

George W. McClellan, manager at Chicago for the Underwood Typewriter Company, arranged an outing for his salesmen at Browns Lake, Wis., several weeks ago. They drove to the resort in automobiles one Saturday, spent the night at the Antlers hotel, enjoyed themselves at outdoor sports Sunday, and arrived at their homes in Chicago Sunday night. Each man carried one or more instruments designed to torture golf balls. Other outdoor sports enjoyed by the Underwood salesmen were base ball, pitching horseshoes, swimming and fishing. The inner man was well

cared for by the Antlers hotel. There were thirty-nine present, including:

Louis Sims, auditor, New York; J. E. Deyele, supervisor of service, New York; Chicago branch men: Geo. W. McClellan, Wm. F. Arndt, E. J. Bertrand, Jr., Wm. Bergman, B. B. Browne, F. L. Bridgeman, Joe Barton, G. H. Carne, J. W. Culpeper, P. F. Dennison, S. J. Duffy, G. W. Gallagher, B. P. Hamil, J. G. Kesson, W. C. Kumpfer, J. G. LaBorence, F. D. Martens, Geo. W. Miller, K. B. McClellan, L. A. Petit, G. J. Petsche, E. P. Roberts, W. S. Nusbaum, J. Preussner, J. P. Rodeck, F. G. Schuelke, L. H. Works, F. E. Walters, S. M. Zemansky and one other, H. L. Zemansky, Albert Columbo ("Pee Wee"), G. P. Terry, E. P. Nebingall, N. C. Stoll.

There were twenty-two golfers in the party who tested their skill on the eighteen-hole course of the Brown's Lake Country club, as well as the nine-hole course adjoining the Antler's Hotel grounds. The handicapper did a good job, as most of the prizes went to the best players, outstanding among whom was Geo. J. Petsche, who did some beautiful work off the tees, as well as with his mashie niblick on the approaches. A few indulged in barnyard golf and a five-inning ball game between the "Standards" and the "Portables" resulted in a score of 14 to 9 in favor of the Standards.

The weather, the roads and the enjoyable auto trip all combined to make this the most pleasant outing in the history of Chicago branch outings.

SALESMEN OF THE CHICAGO BRANCH, UNDERWOOD TYPEWRITER CO., HOLD OUTING AT BROWN'S LAKE, WISCONSIN

Seattle Typewriter Dealers Association

Warm weather and vacations have had their effect upon the weekly attendance of the members of the Seattle Typewriter Dealers' Association during the months of June and July.

At the June 19th meeting, E. C. Dawson, of the Vancouver (B. C.) Typewriter and Office Furniture Co., 611 Pender St., W., who was the guest of H. O. Harvey of The Wholesale Typewriter Co., former president, obtained information from the members of the association on forming a similar organization in Vancouver. The meeting was devoted to a general discussion of the Seattle body. A comparison was made by Mr. Dawson of business practices in Vancouver and Seattle.

James C. Martin of the University Typewriter Co., 4220 University Way, entertained the members at the July 10 meeting with three horned toads shipped in from Tonopah, Nev., to combat earwigs in Seattle.—J. C. M.

New Officers Philadelphia O. A. Managers

The Office Appliance Managers Association of Philadelphia, Penna., at its regular meeting held in May, elected the following list of officers to serve during 1928: president, A. W. Sadden, Yawman & Erbe Manufacturing Company; vice-president, J. B. Jones, L. C. Smith & Corona Typewriters, Inc.; secretary-treasurer, C. H. Eccles, A. B. Dick Company.

Weekly luncheon meetings have been interesting and well attended during the past year. Several enjoyable outings have been held, at which goodly numbers were present. A number of live wires are reported to have been added to the organization membership.

An outing was held on July 12, at the Bala Golf Club, with Ray Porter, as host. He was formerly with the Addressograph Company. All who were there reported a very happy time.

Atlanta O. A. Association's Annual Dinner

The Atlanta (Ga.) Office Appliance Association held its annual dinner and dance at East Lake Country Club on June 30. They entertained the men and their wives, serving a fine dinner and staging a very enjoyable dance until the clock stroked twelve.

A ninety per cent attendance during July is reported for the weekly meetings held on Mondays at 12:30 p. m. at the Winecoff Hotel, at which various subjects are discussed pertaining to the trade. Occasionally outside speakers are invited to talk on topics germane to the business or those of outside interest. All office appliance men are welcome at the meetings.

The organization now has a membership of twenty-seven.

Fritz-Cross Employees Enjoy Outing

The Fritz-Cross Company staged an employee's picnic at Big Lake, Minnesota, on June 30. Coffee and cream was furnished to complete the luncheon, which was provided by each individual. The day was featured by kitten-ball and volley-ball games, races and contests of various sorts, swimming, roller skating, and a moonlight excursion. It was a most enjoyable outing, which will not be soon forgotten.

Chicago Office Appliance Managers Play Golf

The Chicago Office Appliance Managers Association had its first golf party of the season at the Westmoreland Country club, a few miles west of Wilmette. E. A. Kalkhurst of Burroughs Adding Machine Company, and Frank M. Boughton of the American Multigraph Sales Company, were hosts for the occasion.

The eighteen-hole course was in perfect condition. The warm sunshine was relieved with a breeze which made matters very comfortable for the players.

The player turning in the lowest net score was C. L. Hayes of the Tabulating Machine Company. Mr. Kalkhurst was tied with two others, H. D. Beaumont of H. D. Beaumont & Company, and Otto Dreibus of R. R. Donnelley Corporation, for the second low net score, and was tied with Frank M. Boughton, Jr. for the lowest gross score of the day.

Every person present won a prize. The prizes consisted of golf balls, golf hose, toilet requisites, a Sheaffer pencil, a pipe, a tie, a cigaret cabinet and playing cards.

The party had dinner in a private dining room of the club and remained for an hour or two of entertainment afterwards. The president of the club is William Eismann of the Nelson-Eismann Company.

H. B. Arnold Company Stage First Annual Picnic

The H. B. Arnold Company, stationers and office outfitters, Saginaw, Mich., on July 18 enjoyed their first annual picnic, which was such a success that it is planned to make this an annual institution. The usual games and contests were held, with appropriate prizes for the winners.

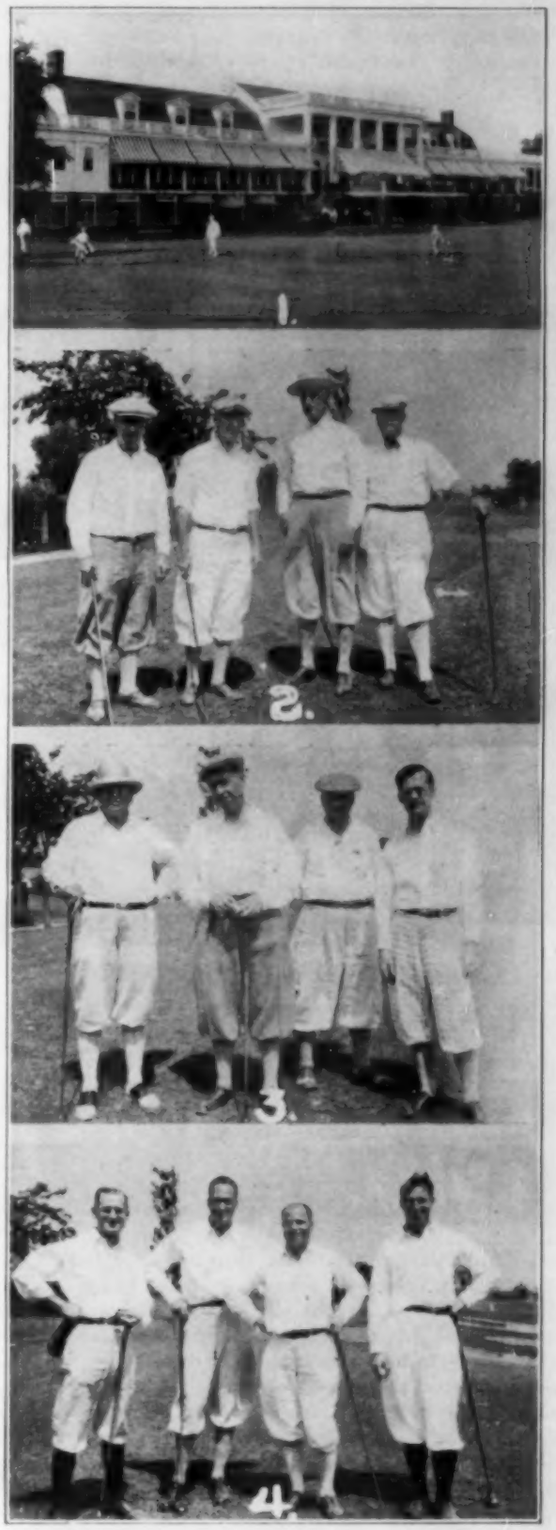
H. B. Arnold and family are at present enjoying a vacation at Lake Joseph, Muskoka, Canada.

Art Metal Branch Manager's Conference

Branch managers of the Art Metal Construction Company, totalling twenty-one, met in a three-day sales conference at the home office in Jamestown, N. Y., June 28 to 30. Especial attention was directed to Postindex Visible Files, which are calculated to make records more accessible and useful, and to the fifteen different models in the new line of commercial desks and tables now being made by Art Metal. These desks, it is said, are of advanced design, being the result of years of experience and research made to enable them to meet the needs of users. A patented feature is a removable drawer strike, making changes in drawer arrangement a very simple matter requiring only a few moments.

Social events added to the pleasure of the meeting: supper was served on the lawn at the home of E. A. Keeling, general sales manager. On the evening of June 29, an informal reception was held at the home of Algot J. E. Larson; and the final luncheon, attended also by home office executives and department heads, was held in the Hotel Jamestown at noon on the last day, during which Mr. Keeling was presented with a watch by the branch managers as a token of their esteem. Mr. Larson, vice-president and general manager, celebrated his birthday on the closing day of the conference, and was presented with a traveling bag.

Managers in attendance included: W. M. Tibbits, Albany, N. Y.; J. W. Lewis, Baltimore, Md.; W. T. Fincher, Birmingham, Ala.; J. W. Calley, Boston, Mass.; H. D. Herpst, Buffalo, N. Y.; I. W. Eckstein, Chicago, Ill.; D. B. Kinsey, Cincinnati, O.; E. J. Lund, Cleveland, O.; B. L. Henderson, Dallas, Texas; H. E. Knupp, Detroit, Mich.; S. D. Bradner, Hartford, Conn.; L. E. Wilson, Indianapolis, Ind.; J. G. Henry, Kansas City, Mo.; R. E. Parnham, Minneapolis, Minn.; F. E. Clark, New York,



CHICAGO OFFICE APPLIANCE MANAGERS' ASSOCIATION ENJOY A DAY OF GOLF.—(1) Westmoreland Country Club. (2) Frank Nuttal, Postage Meter Co.; Otto Dreibus, R. H. Donnelly Corp.; H. D. Beaumont, H. D. Beaumont & Co.; F. M. Boughton, Jr., American Multigraph Sales Co. (3) G. W. McClellan, Underwood Typewriter Co.; A. L. Davis, Addressograph Co.; William Eismann, Nelson Eismann Co.; W. F. Hoy, Amberg File & Index Co.

The Wostmore'and Country Club is a wonderful place and the day was "made to order" for the occasion. The Office Appliance managers are much indebted to their hosts and to country club attaches.

N. Y.; C. L. Elofson, Philadelphia, Penna.; E. S. Patterson, Pittsburgh, Penna.; R. F. Henderson, Portland, Ore.; J. B. Gallagher, St. Louis, Mo.; J. M. Keeling, Seattle, Wash.; and P. G. Brock, Washington, D. C.

Aigner & Company Hold Picnic

G. J. Aigner & Company, 521-523 West Monroe street, Chicago, held their annual employees' picnic on Saturday, June 30, at Dam No. 2, on the Desplaines river.

Between sixty and seventy people from the factory and office attended this event, being transported by buses starting from Jefferson station on the Chicago & North Western Railroad at about 9:30 a. m. Buses and private conveyances arrived at the grounds a little before eleven, when an informal reception was held, and the young people started playing impromptu games. The day was warm and sunny, and the shade of the trees along the banks of the river was welcome.

A little before noon an elaborate luncheon was served under the superintendency of Mrs. G. J. Aigner—the luncheon being a real triumph of the art culinary.

In the afternoon, after a group picture had been taken, a number of games were played and some attractive prizes were bestowed upon the winners. The games included a balloon contest, in which the successful contestant, after blowing up the balloon, kicked it to the goal—about sixty feet away. The one hitting the goal, or coming nearest to it, won the contest. Then there was a walking backward contest for girls; clothespin bottle game; girls' hatpin peanut race; married woman's plate and egg race; wheelbarrow race for men; shoe mixing race; sack race; married men's nursing bottle contest; pie-eating contest for boys; apple race for boys; fire extinguishing race for children; needle threading race, and a thread and marshmallow contest. There was also a boat rowing race, which one of the picnickers called the "row boating" contest, and other games.

Many enjoyed themselves and kept cool by riding on the merry-go-round.

Before departing a wiener roast was held about 6 p. m., rounding out a thoroughly healthful and enjoyable day.

ANNUAL PIC-NIC OF G. J. AIGNER AND CO. — (1) The Aigner family. Front row—Mrs. Alvina Matzen, mother of Mrs. Aigner; Mrs. Aigner; Mr. Aigner. Back row—Helen Marie Aigner, George Henry Aigner and Aloise and Alvin Aigner, twins. (2) Sarah Kreloff and Helen Marie Aigner. (3) William Otto winning nursing bottle contest. (4) The grandmothers: Mrs. Henry Bovese, Mrs. Alvina Matzen, Mrs. Frances Willert, Mrs. Dora Wallbaum. (5) Every lass loves a sailor: Stephanie Augustyn and Martha Leya (sailor). (6) The "round up." (7) Gemini—the twins: Augusta and Vera Wozinski. We don't know which from t'other. (8) The skirted crew: Miss "Eve" offers what appears to be the apple. (9) Laughter: Sara Kreloff and Rose Board. (10) Sailorettes and knicker girls.

Golfing Stationers of Chicago

Chicago stationers and visitors to the city who like golf will have another opportunity in August to match clubs. A tournament will be held the forepart of the month. The location and date had not been determined as we go to press. Individuals who are on the mailing list kept by Oliver Stevens of Stevens, Maloney & Company, will be notified by postal card in time to prepare for the ordeal. Others, who may be passing through the city, are invited to call on "Ollie" Stevens, or telephone him at the store, to get in line for the next play.

Stationer-Mayor Would Have Airport at Lynn

Ralph S. Bauer, of the R. S. Bauer Company, Lynn, Mass., mayor of Lynn, on July 19 flew over that city with L. Ponton D'Arcy of Revere, and made a survey of suitable sites for an airport. Accompanying them were several officials of the local Chamber of Commerce. Following the flight it was agreed that Lynn was an ideal city for an airport. Steps will be taken shortly to establish there an airport on a par with the one at Lowell, Mass.

UNSEEN QUALITY

M. & V. carbon papers and typewriter ribbons may look much the same as those of other standard makes. How, then, are they better?

The difference lies in the *unseen* properties we have incorporated into their manufacture, giving them a quality that has made M. & V. products leaders for nearly forty years. They are better because they perform better. Buyers recognize this excellence and repeat. Moreover the line is complete.

We make a carbon sheet for every possible purpose. We make it in any weight and any finish from the soft finish of the pen carbon to the extra hard finish of the higher grades of typewriter carbons. With the M. & V. line you can suit exactly the requirements of every customer.

They are indispensable to the Business World because they Produce the BEST Work.

Here is the "Reason" to push our line exclusively, and it is Easier and More Profitable to Sell the BEST.

OUR TYPEWRITER RIBBONS

are true Ministers of Progress writing the Lessons of Business in clear, elegant style

OUR CARBON PAPERS

are the unwearied assistants performing the service of publication silently, quickly and permanently. *Together* they make the *finest* correspondence *medium* on earth

Write today for our new catalogue that describes the line fully

MITTAG & VOLGER, Inc.

Principal Office and Factory, PARK RIDGE, N. J., U. S. A.

Branches:

NEW YORK 261 Broadway
BOSTON 115 Federal Street
CHICAGO 205 W. Monroe Street
ST. LOUIS Merchants Laclede Bldg.
CLEVELAND 326 Erie Building
LOS ANGELES 102 San Fernando Bldg. (406 So. Main St.)
SAN FRANCISCO 591 Mission Street
MINNEAPOLIS 1040 McKnight Building

AGENCIES ALL OVER THE WORLD

EYE EASE AT THE SNAP OF THE SWITCH

NO. 245 IN ANY STANDARD FINISH

Wherever Desk Lamps are needed, sell

SILVERGLO LAMPS INC.

An unexcelled combination—100% efficient both for reading and writing—the Silverglo Desk Lamp with the Sengbusch Dipaday Pen Set—each a proven profit winner.

In addition to this number we manufacture a complete line of desk lamps—twenty different designs in and standard finish.

Bank or office designs made to your specifications, matching and desired special finish.

The Silverglo Lamp Desk set may be had in the following combinations:

One with Sengbusch inkwell and pen socket; the other with two pen sockets without inkwell. Each furnished with or without the Dipaday pens.

The adjustable Sengbusch pen socket will permit any user to equip the desk set with his own favorite pen.

Write for prices and information.

Silverglo Lamps, Inc.

300 East Federal St. Baltimore, Md.

"The Modern Genii of the Lamp"

PACIFIC COAST DISTRIBUTOR:
Schubert Office Specialty Co.,
1405 S. Hill Street, Los Angeles, Calif.

Go to the Cleveland Convention

Arkansas Business Machine Dealers Urged to Attend National Convention at Cleveland

A recent letter sent to all members of the Business Machine Dealers' Association of Arkansas, written by H. F. Sanderson, chairman, urged them to attend the annual convention of the National Association of Typewriter Dealers to be held August 20, 21 and 22 in the Hotel Hollenden, Cleveland, Ohio. Mr. Sanderson first speaks of the publicity given by Office Appliances to the activities of this association.

"I was fortunate enough to attend the convention held at Chicago two years ago," Mr. Sanderson proceeds, "and realize the value of such a get-together meeting. . . . It enables us to meet the manufacturers' representatives face to face as well as to hear open discussions from both the manufacturer and the dealer. This national association is doing much to bring the manufacturer and the dealer closer together. . . .

"If you haven't had your 1928 vacation, plan to make it about the time of this convention. None of us is so rushed with business, or so short of money that he cannot arrange to attend if he tries hard enough. I'll pledge my word it will be well worth your time and money."

Mr. Sanderson closes with an appeal to let those in attendance at the convention know that "Arkansas is on the map" by the presence of all the members of the Arkansas association.

DEANE S. REYONLDS, President, and ELEM E. GRAY, Vice President, of the Dandy Sealer Corporation of Lynn, Mass The Dandy Sealer was described in our May number.

Judge Gale Celebrates 82nd Birthday

Judge John T. Gale, president of The Columbus Blank Book Manufacturing Company, Columbus, Ohio, celebrated his eighty-second birthday July 6. He is active at his desk every day. His special activity is legal forms, a type of printing in which he took a decided interest more than thirty-eight years ago.

From 1879 to 1885 he was probate judge of Franklin county, Ohio. Later he organized The Ruggles-Gale Company, which succeeded The Siebert & Lilley Company, a business of forty years' standing, which later became The Columbus Blank Book Manufacturing Company.

Judge Gale is a motor enthusiast, and during his vacations he takes to the open road. Office Appliances congratulates the Judge on his many fruitful years, and wishes him many more happy birthdays.

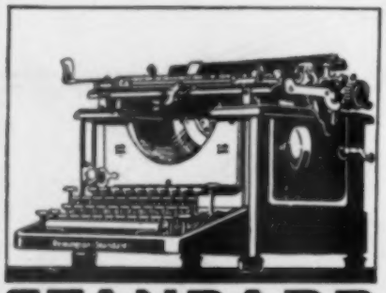
PANAMA · YOUR · LETTERS

PANAMA
CARBON PAPERS
TYPEWRITER RIBBONS

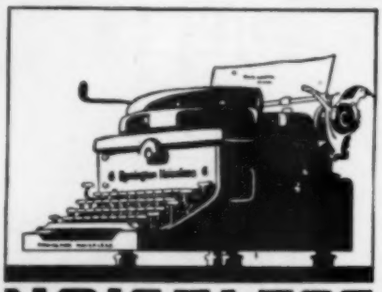
"The Line that can't be matched"

A line which has both quality and individuality, variety enough for every requirement and manufactured with the greatest care.

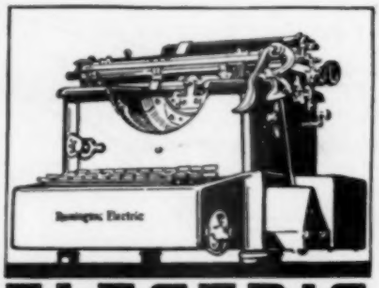
Manifold Supplies Company
188 Third Avenue
BROOKLYN, (STATION L 2) N. Y., U. S. A.



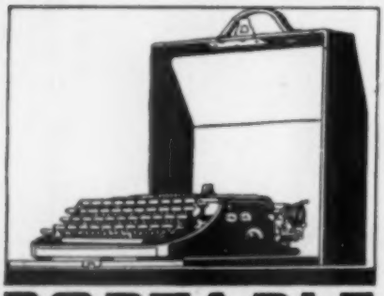
STANDARD TYPEWRITERS



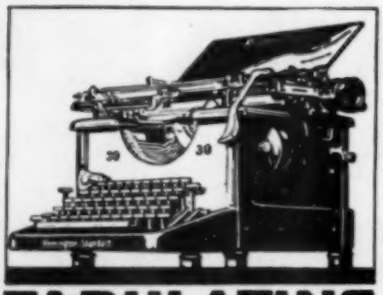
NOISELESS TYPEWRITERS



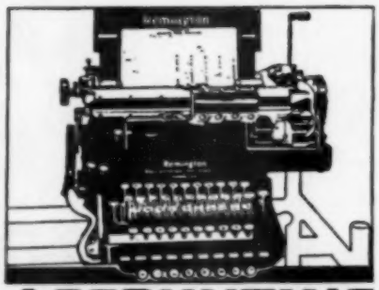
ELECTRIC TYPEWRITERS



PORTABLE TYPEWRITERS



TABULATING TYPEWRITERS



ACCOUNTING MACHINES

The Complete Typewriter Line

THE Remington Line is the one and only complete and universal typewriter line, including a machine for every need and every conceivable condition of service.

Standard Typewriters, Noiseless Typewriters, Electric Typewriters, Tabulating Typewriters, Portable Typewriters, Vertical Adding Typewriters, and Bookkeeping Machines of every kind and description are all included in this universal line. And every one of these many Remingtons represents the very last word in the field that it covers.

This completeness of the Remington Line —a new development in the industry— enables the typewriter and bookkeeping machine user to practice selective buying to a degree hitherto impossible. Whatever your needs may be, whether general or special, there is sure to be a machine in the Complete Remington Line which fits these needs—exactly.

In making the right selection, the Remington representative can render you the most helpful assistance. His training is as complete as the line he sells; he knows the machine which *should* be used under every given condition—and for each and every purpose. And this knowledge and training is freely at your service.

REMINGTON TYPEWRITER COMPANY

Remington Rand Bldg. Buffalo, N. Y.

DIVISION OF

REMINGTON RAND BUSINESS SERVICE INC.

Able Italian Seeks American Lines for Europe

E. Marriello, Corse Umberto 101, Rome, Italy, desires to obtain European agencies for stationery and office machinery devices of various kinds. Mr. Marriello has had more than a quarter of a century's experience in the office equipment industry. He was connected with the Remington Typewriter Company in Europe for twenty-four years, first as branch manager for France, and later as general manager for Portugal. He also represented the company in Belgium, and during the five years preceding 1922 he was organizer of agencies and inspector of branches.

In 1922 Mr. Marriello took over the Yost business in Italy from the Remington Typewriter Company, by purchase. Mr. Marriello speaks five languages fluently and has a wide experience throughout Europe in the sale of office machines. He is a thorough student of conditions and understands the situation in the European market. His commercial connections extend throughout Europe.

A PAIR OF REMINGTON RAND MEN STROLL ON THE BOARDWALK. — R. A. Dennis, Remington Rand Business Service, Inc., St. Louis, Mo., and Henry W. Buse, Remington Rand special railroad representative, at Atlantic City, N. J., where they attended the convention of the master car builders, June 22.

Book Tells How to Get Job One Is Qualified to Hold

William L. Fletcher, president, William L. Fletcher, Inc., employment managers, who has had considerable success in putting man and job together, has made some of his findings available to others. He has done this through his book, "How to Get the Job You Want." Mr. Fletcher says the object of the book is to help the reader to get the job for which he is qualified. He helps the reader rate his qualifications through a self-analyzing process.

The author believes it is important that the job seeker not only analyze himself, but that he analyze his problems also. Therefore he devoted the first chapter to analyzing a problem. Another chapter tells how to approach a prospect. There is a chapter on principles of sales correspondence, how to answer a want advertisement, and another on how to run a want advertisement. He lists what he considers the best methods for getting a job, and, treating on mail applications, devotes a whole chapter to direct-mail campaigns.

Mr. Fletcher points out how the man over forty-five can capitalize on his age and make it a real sales help. The book is illustrated with reproductions of both advertisements and letters which are said to have been successful.

The book is published by the B. C. Forbes Publishing Company, 120 Fifth avenue, New York, N. Y. It is bound in cloth. The price is $2.50.

Sell the

ACCO MAIL FILE

—As a Desk File
—As a Salesman's Sample or Specimen Portfolio
—As a Binder
—As a Scrapbook or a Sample Book

HERE'S an all-purpose container for papers or samples—a valuable file which protects unanswered mail and important papers against misfiling or loss.

As an active "pending" binder-file, the ACCO Mail File is without equal. On the executive's desk or carried about with samples, it serves with equal efficiency. It is made of one piece binder board covered with brown imitation leather and lasts a lifetime. A spring binding wire securely holds the papers, yet may be released easily.

A display of ACCO Mail Files works wonders. Try it and see! And if you don't know about them, send for full information to

AMERICAN CLIP COMPANY
Beebe Ave. & William St., Long Island City, N. Y.

EUROPE: Acco Company, Ltd. 18 Whitefriars St. London, E. C. 4

CANADA: Acco Canadian Co., Ltd. 454 King St., W. Toronto

ARGENTINA: Fred Berg & Co. 446 Sarmiento Buenos Aires

A million sales await the WIL-FRE

Wil-Fre, the triple purpose desk, has more than a million sales waiting—waiting for dealers to write the orders. Because the Wil-Fre is the only desk on the market today that offers a suitable means for holding a portable typewriter. It holds any portable typewriter and in addition makes an attractive table and writing desk.

Praised Everywhere

At the exhibit in the Chicago Furniture Mart—where first shown—the response was unanimous in its favor. And this popularity has spread like wild fire. But write for full details and prices at once.

WIL-FRE
PATS. PEND.
CHICAGO

2501 Homer Street (Associated with J. D. Freese & Sons Company)

R. C. Macke Resigns from Tatum Service

Robert C. Macke for thirty-three years representative of "The Tatum Line" has resigned the job to which he has devoted his entire business career.

Bob Macke, as he is known to a host of friends, started as a youth with The Sam'l C. Tatum Company in Cincinnati on February 8, 1895. In 1900 he took the Tatum

R. C. ("BOB") MACKE

office in New York, whence he has covered the eastern territory for twenty-eight years, doing good work and making friends of all with whom he came in contact.

Mr. Macke has made no definite plans for the future, but will engage in something in this field. He is making temporary headquarters with his son at 413 Temple building, Rochester, New York.

More Western Office Utilities Appointments

Western Office Utilities, Inc., whose headquarters are at Los Angeles, Calif., announce several new appointments, among them that of John Gunther, who will handle Error-No and Do-More chairs, in both of which lines he has had considerable experience. It is announced that he will soon be transferred to the Seattle office as manager of the territory adjoining that city. Mr. Gunther was formerly with Remington Rand Business Service, Inc., as an expert on Line-a-time.

C. H. Vorce, for many years with the Burroughs Adding Machine Company, has recently joined the specialty organization, bringing with him a valuable clientele.

R. Sandleman, formerly of the outside sales force of Barker Brothers, has been added to the W. O. U. organization.

The following group of salesmen, not previously announced, are now on the staff: E. Burkman, stationery; J. Bower, commercial printing; H. Evers, stationers; C. Gesner, ribbons and carbons; R. DeGraeff, ribbons and carbons; F. Hunter, stationery; E. McDowell, stationery; and C. Miller, ribbons and carbons; D. Suver, filing supplies

William Oke, who has had long experience in the typewriter field, will head up the typewriter service department in Los Angeles.

R. Scofield, a well-known and successful ribbon and carbon expert of Los Angeles, will be in charge of the ribbon and carbon department, which will specialize in products bearing the Utilities brand.

The company has added a line of high grade office desks and equipment to their rapidly growing business.

If you want to remain mentally solvent, do your thinking on the right side of the ledger.—The Webster Way (F. S. Webster Company, Inc.).

For the Whole Family

THE UNDERWOOD PORTABLE TYPEWRITER is the most convenient and useful writing equipment for the modern home. ¶ Available in attractive colors or in conventional black ... ready for any writing mood ... whether personal or business. A Portable in the home makes writing a pleasure for every member of the family ... Mother ... Dad ... and Junior too! ¶ In mechanical construction the Underwood Portable is as faultless as the Standard Machine ... with the same enviable reputation for speed, accuracy and durability. Sturdy and strong in every phase of its construction ... "It's more than a Portable, it's an Underwood."

Ask an Underwood Representative—or Dealer—to show you the latest model Underwood Portable...IN COLOR.

UNDERWOOD PORTABLE

with 4 Bank STANDARD KEYBOARD

No. 2 of a series presenting the sales possibilities of Hammermill-National

National Loose Leaf Ledger Sheet No. 7048A Ruled Double Entry Ledger on Hammermill Ledger Paper.

A team that tops the bill ~~~

PUT National Loose Leaf and Bound Books with Hammermill Ledger Paper in your store. Let your customers and prospects know what you have done—the "ready acceptance" of this popular team should prove profitable for you.

This combination of two lines, each with a long successful record of service, has been teamed to offer a double standard of quality heretofore unobtainable, yet there has been no noticeable change in price.

National Loose Leaf and Bound Books have long enjoyed a reputation for quality, uniformity, and availability. Their widely advertised Eagle trademark is known everywhere.

The same is true of Hammermill Paper. Because of its strength, durability, uniformity, it was selected as a fitting team-mate for National Loose Leaf and Bound Books. Its reputation as a utility paper is world wide. Like National its trademark has "consumer acceptance".

Your customers and prospects will instantly recognize in this team a combination offering a double measure of value, and a double guarantee of satisfaction. There are good sales and profit possibilities in

HAMMERMILL
LEDGER
in
National
Loose Leaf *and* Bound Books

Two Monotype Executives Sail for Europe

July departures for Europe included George G. Stryker, factory superintendent of the Lanston Monotype Machine Company, Twenty-fourth at Locust, Philadelphia, Penna., and Frank J. Roderick, Manager of the Barrett Division of the company.

Mr. Stryker will first spend some time in the factory of the English Monotype Company near London, and will thereafter make a short tour of the continent before returning home.

Mr. Roderick will visit cities in England, Sweden, Norway, Germany, France and other continental countries in the interest of the Barrett adding and listing machine, which is manufactured and sold by the Monotype Company at Philadelphia. He will be gone for a couple of months.

Before leaving Philadelphia both Mr. Stryker and Mr. Roderick were each given a "going away" party by fellow executives and employees of the Monotype Company.

Avery Adams Appointed to Responsible Post in The G.-F. Company.

George C. Brainard, president of The General Fireproofing Company, Youngstown, O., announces the appointment of Avery C. Adams as assistant to the president.

Mr. Adams was formerly assistant general sales manager of the Trumbull Steel Company and of late has been connected with the Republic Iron and Steel Company.

B. C. McCOY OF THE OFFICE OUTFITTERS COMPANY, INC., BIRMINGHAM, ALA., RESTS ON THE RUNNING BOARD AFTER A STRENUOUS DAY.—Friend McCoy is an enthusiastic booster for Alabama, and we are indebted to him for occasional toothsome samples of the state's products.

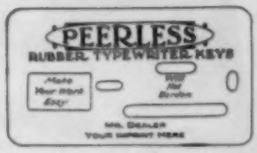
Daytona Firm Has Prize-Winning Float

The Daytona Book & Stationery Company, Daytona, Fla., at the annual Volusia county frolic parade held on July 4, won second prize of a silver loving cup for the second most picturesque float. On this float, under a bower of flowers, was seated a tiny girl before a Royal portable typewriter. Typewriter and child, it is said, were literally couched in flowers. A piece of Royal portable advertising literature was draped around the sides of the bower.

Royal Ribbon and Carbon Has New Home

The Royal Ribbon & Carbon Company, stationers and printers of New York City, recently moved into their new business home at 83-85 Duane street, "just a few steps east of Broadway." They are now located in a larger and better equipped building than the one formerly occupied. A complete line of "Royalco" office furniture and equipment has been introduced.

A Wanted Product + Real Sales Help = Bigger Profits $ $



WE supply the product and the sales help. You get the bigger profits. That's fair enough, isn't it?

Then you ought to start selling PEERLESS RUBBER TYPEWRITER KEYS now. PEERLESS KEYS are preferred by an overwhelming majority of dealers because of their better quality and the real cooperation given them.

Typists also know the PEERLESS name. Through the widely scattered PEERLESS erasure shields it is kept constantly before them—and PEERLESS sales are consequently easy to make.

Write for a sample erasure shield, a sample key and full details of the PEERLESS proposition. No obligation.

PEERLESS KEY COMPANY, INC.
176 Fulton Street New York City

Peerless Key Company, Inc., 176 Fulton Street, New York City.
Kindly send us, without obligation, details of your profit-building plan for dealers, together with sample Peerless Key and Erasure Shield, with our imprint.

NAME .....

FIRM .....

ADDRESS .....

THE ADCO VISIBLE RECORD BINDERS

With the Double Opening Feature and Improved Locking Catch

SEVEN YEARS

have passed since we began the introduction of the visible record system in connection with the ADCO Visible Multi-Prong Binder.

YOUR DEALER

was blind to his own best interests by making little effort in the introduction of this new idea. We realized in our contact with him the greatest difficulty of presenting a new idea, in which we had the confidence of eventual success, but about which—because it was new—he was not so confident.

TODAY

the visible method of record keeping has justified our confidence of its general acceptance. Competitive manufacturers have followed us in the production of devices to meet this demand.

YOUR OPPORTUNITY

in the adoption of this method of visualizing your records is to ask your dealer to demonstrate the ADCO Visible Record Binder—the original device that makes you a satisfied user of this system.

THE ADCO

Visible Record Binder is the strongest and best! Not necessary to open prongs to half open position when few entries are required—lays flat! Equipped with double opening feature for flat writing surfaces when many postings are made! Our latest model equipped with a wonderful new catch presents increased security and ease of operation.

Your dealers can supply you

W. G. LLOYD COMPANY

Accounting Devices Company Consolidated

626 SOUTH CLARK STREET, CHICAGO, ILL.

C. E. Burns Gets Rem-Rand Promotion

C. E. Burns, who has been, since the Remington-Rand merger, manager of Remington Accounting Machine sales for the United States, is now assisting T. J. Sheridan as assistant sales manager of the adding and accounting machines division of Remington-Rand Business Service, Inc., in charge of Dalton and Remington Accounting Machine sales. Mr. Burns has been active in the selling end of the accounting machine business for many years, and is said to possess a fine technical knowledge of accounting machines and their application.

His career started in 1902, when he became a salesman for the Oliver Typewriter Company in Omaha, Nebr. He

C. E. BURNS

remained with this company until 1909, when he became associated with the Smith Premier Typewriter Company as city salesman in Omaha. In 1910 he was put in charge of the Omaha office of Smith Premier, and filled this position until the merger in 1912, when he was appointed special representative for the Omaha office. In 1913, and through to 1916, he handled the sales of the Remington accounting machine in Omaha. In 1916 he was appointed central district manager, a position he held until 1917, at which time he was transferred to the Western district, working in the same capacity.

In 1922 Mr. Burns was transferred to the executive offices in New York City as assistant manager of Remington accounting machine sales for the United States. Subsequent promotions gave him the managership he held till recently.

Railroad Typewriters That Keep on the Jump

The Southern Pacific Railway Company is said to use 3,026 typewriters on its Pacific lines alone, which are kept in constant service through a clearing house, which shifts the machines from one department, or one city, as occasion demands, to another. The machines generally follow the ripening of the various crops, moving from point to point with the variations of seasonal and peak business. Fruit and vegetable crop movement, for instance, in the Imperial and San Joaquin valleys and elsewhere call for emergency typewriters which are promptly supplied from the central store. From there, they may be called to aid the lumber movement in northern California. The Wall Street Journal of June 18 is authority for the above information. An extended report of the Southern Pacific system of moving office machines appeared in Office Appliances for February, 1928, page 16.

Plant smiles where'er you can and you'll soon be surrounded with a growth of good nature.—The Webster Way (F. S. Webster Company, Inc.).

The Addressograph Representative's *Contribution to Business*

SELLING ADDRESSOGRAPH machines is an incidental part of the Addressograph representative's work!

His goal is bigger and broader than merely getting a signature on the dotted line!

He is a specialist in modern business methods. His one and only aim is to *increase net profits,* either by effecting savings in routine or by increasing sales volume.

His early training as an Addressograph representative, his personal experience in the field of business and the almost unlimited store of knowledge available to him through the Addressograph Research Bureau all combine to fit him as a practical expert in modern office methods.

Once he has discussed the problems of name and data writing with a business executive he is welcomed as an authority.

He thinks in terms of increased efficiency and greater profits. He contributes definite ideas. He analyzes conditions according to a well prepared plan. He knows his objective and works in a straight line toward it.

Business men have learned that the Addressograph representative is in reality a profit analyst and a business counsellor.

[*Sales and Service agencies in the principal cities of the world.*]

ADDRESSOGRAPH COMPANY, 901 W. Van Buren Street, CHICAGO

Canada: Toronto, Vancouver, Montreal

European head office and factory: London, England

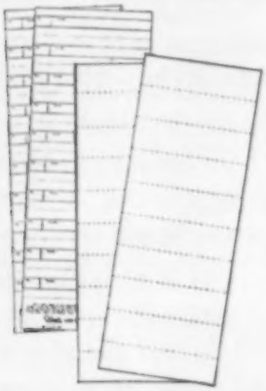
Manufacturers of Graphotype Addressograph Dupligraph Cardograph

Copyright, 1928, Addressograph Co.

THE PROOF OF THE SELLING

SPECIALIZATION IS THE REASON

This correspondence course has aroused keen interest on the part of store managers and salespeople and is bringing results. Free to Oxford dealers.



SPECIALIZATION IS THE REASON

An advertising insert in folder boxes features gummed folder labels—a companion item. It sells labels—the abnormal sales increase of Oxford labels proves it.

SPECIALIZATION IS THE REASON!

A new Oxford feature—indexing charts which fasten to shelf uprights, to tell your salespeople just which alphabetic subdivisions to sell. Send for free copies.

In the past five years, sales on Oxford Filing Supplies have doubled! As all of these sales are made through dealers, it is quite evident that this volume increase has meant greater dealer sales!

SPECIALIZATION IS THE REASON

These increased dealer sales reflect the specialized care with which each factor in the Oxford line has been developed. A few of these factors are:

1. ***Careful selection of grades,*** *based on feeling the pulse of the buying public as to what they want and what appeals to them.*
2. ***Close executive supervision.*** *Specialization brings all the important details of the business under the close supervision of executives. This makes for intelligent service.*
3. ***Dealer cooperation.*** *A much used term which often means nothing, but which to the Oxford dealer means salesman training (a correspondence course "How to Sell Filing Supplies"), complete mailing campaigns, window display, system service, helpful charts and many other service features.*

If you are not already selling Oxford Filing Supplies, write for full information. If you are an Oxford dealer, make sure you are taking full advantage of the service features available to you.

Oxford FILING SUPPLY CO.

500 Driggs Avenue Brooklyn, N. Y.

Royal Awards for Cleveland Convention

Three Royal portable typewriters of an unusual and unique finish, so far as portable typewriters are concerned, will be given in a contest among typewriter dealers at the annual convention of the National Association of Typewriter Dealers to be held at Cleveland, Ohio, August 20, 21 and 22. The Royal Typewriter Company will exhibit its products at an attractive booth in the Hollenden hotel, headquarters for the convention. W. J. Montgomery, sales manager in charge of the portable division, and William A. Metzger, advertising manager, will be present at the convention.

Office Utilities Corporation Increases Capital

The Office Utilities Corporation, R. B. Larter, president, and Western Office Utilities, Inc., the selling unit, have recently doubled their capital stock. The organization is enjoying a fine business, and further extensions are anticipated in the near future. Executive offices are maintained at 302 Architects building, in Fifth street at Figueroa, Los Angeles. Handsome and fully-equipped stores are maintained at 821 Seventh street, Los Angeles, and at 108 East

OPENING DAY PICTURE OF THE NEW STORE OF WESTERN OFFICE UTILITIES OF GLENDALE, GLENDALE, CALIF.

Broadway, Glendale, and arrangements have been perfected to open a store at 59 Second street, San Francisco, on August 1. Local offices for the distribution of specialty lines are maintained in other western cities, and it is understood that other stores will be opened as rapidly as conditions warrant.

Grant New Store Manager for Columbus Blank

William E. Grant has been appointed store manager by The Columbus Blank Book Manufacturing Company, Columbus, Ohio. He is in charge of stationery, loose leaf, blank books, filing cabinets and office furniture. Mr. Grant has had an extended experience in the stationery field. He had been with The S. Barker's Sons Company, Cleveland, five years, and with The F. W. Roberts Company, Cleveland, twelve years. Later he spent seven years with The E. H. Sell Company, and two years with The John F. Rees Company, both of Columbus.

Vacationing "Venuses"

July loomed up strong as a vacation month at Chicago for the American Lead Pencil Company. Hamilton Kendrick, the manager, drove his family into the northern Minnesota woods for three weeks of the out-of-door life. He left for the woods as soon as W. J. Crucknell, his assistant, returned from his vacation in Wisconsin. A. H. Krohne of the Kansas City territory, E. A. Mannhardt, Dallas territory, and W. C. Searle, Detroit territory, made headquarters at the Chicago branch in July. Mr. Krohne was making a motor trip of the northwest.

Salability Plus—

410TW can safely be considered the fastest selling stenographic chair ever designed. Correct posture construction offering to the sitter a new seating comfort, a perceptible lessening of the fatigue that accompanies continuous sitting, gives to the chair a well merited popularity.

For several years Derby has made correct posture chairs under the protection of the Thompson correct seating patents. The success of this new type seating has naturally led to attempted duplication. Derby is glad of this—it makes for bettered general seating. The Thompson construction, however, is necessary for scientifically proper reception of and support to the seated body. And the Thompson construction can, in no way, be duplicated.

The authenticity of the Derby designs makes the Derby franchise one of real value. The dealer possessing it has exclusive rights in his territory.

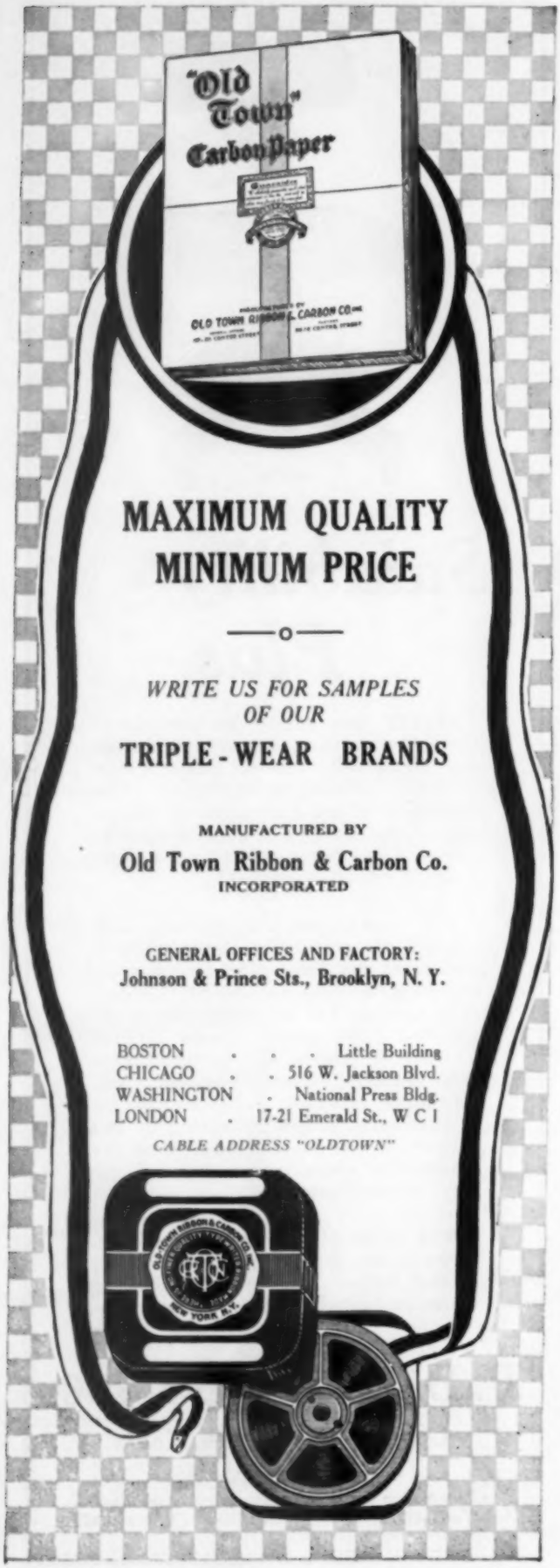
P. DERBY & CO., INC.

Chairmakers for 84 Years

GARDNER, MASS.

One Park Avenue
New York, N. Y.

197 Friend St.
Boston, Mass.



Face to Face—Voice to Ear

Business men and women of Chicago had opportunity—by invitation—to enjoy a demonstration of the adaptation of talking moving pictures to commercial and educational purposes. These demonstrations were arranged by A. E. Blackstone, district manager at Chicago for the Dictaphone Sales Corporation.

Six ten-minute talking films, showing ways and means for the hard driven business executive to gain sufficient momentum in the day's work to permit an hour of fishing or golf, were shown. These films portrayed Frank H. Skipper in the analysis of vital problems which face the modern executive. Mr. Skipper is an outstanding salesman of the Dictaphone organization, who introduced the Dictaphone to David Lloyd George and members of the British War cabinet, the prime minister of Australia and General John Monash. He has convinced many important business executives. In the talking movie he demonstrated how twenty minutes' telephone or interview work can be accomplished in two minutes. He showed analysis, the preparation of sales talks and impromptu speeches, explained how to establish a "bank account of ideas," and

SECTION OF AUDIENCE AT DEMONSTRATION OF TALKING MOVIES.—This was arranged by the Chicago office of the Dictaphone Sales Corporation, held at the Palmer House.

how to write successful advertising copy. Mr. Skipper offered practical suggestions for reducing costly errors and delays, and had some new ideas regarding the familiar typewriter.

The Dictaphone talking motion picture machine is the work of W. H. Bristol, inventor of the famous Bristol recording instruments. The device is portable, can be packed in an hour, and set up in less than three hours. Synchronization of film and voice record is secured through inductance. The motor which operates the revolving speech record is connected with a rotor, which in turn is connected with the motor which operates the projecting machine. Any variation in speed of the first motor operates immediately to produce identical variation in the other, so that the two are always exactly "in step." A special device, exclusive to this system, regulates the mechanism should accident disturb synchronism, bringing film and voice record back into harmony. The effect of the combination is to bring the man on the screen to the eyes and ears of his audience in a very lifelike and convincing manner.

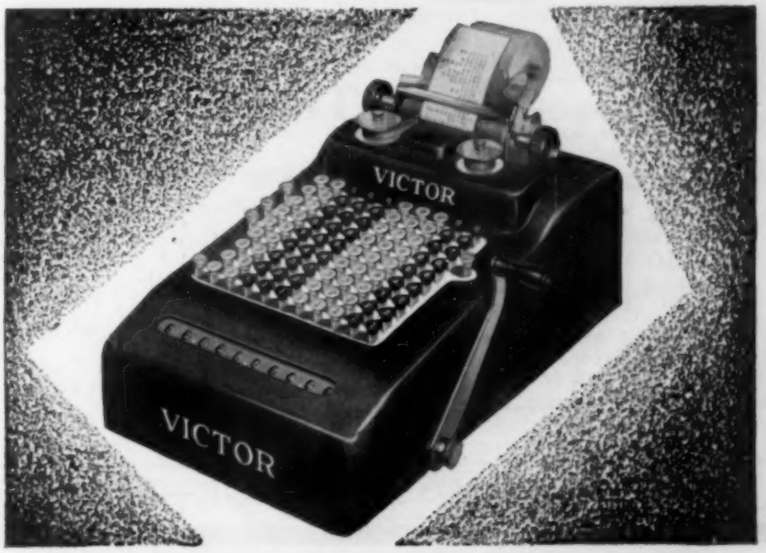
Nitschkes to Motor Westward

George A. Nitschke, New York manager of the Automatic Pencil Sharpener Company, together with Mrs. Nitschke and their youngest son, Robert, will leave on Saturday, August 4, for a trip by auto to Chicago, including Niagara Falls, Watkins Glen and other scenic points along the way.

VICTOR

The Pioneer Low-Cost Adding Machine

Victor continues to pioneer! Builder of the first standard adding machine to sell at $100, Victor now offers standard adding machines at $75, $100 and $125, for 6, 8 and 10 column capacities — with direct subtraction at no additional cost on the "Eight" and the "Ten"—a low-cost, high-quality adding machine to fit the needs of every type of business. More than 130,000 Victors now in use.



VICTOR "6" . . . $75
new "8" . . . $100
new "10" . . . $125

Three capacities—all with Victor triple visibility: on keys, tape and adding dials. Guaranteed by the manufacturer, serviced by 1200 authorized representatives.

VICTOR ADDING MACHINE COMPANY
3900 North Rockwell Street, Chicago

RYTO—THE MODERN INK—FOR FOUNTAIN PENS

THEY COME BACK FOR RYTO

No. 141

No. 146

And the reason—because RYTO is one blue-black ink that holds its color in the bottle indefinitely. RYTO'S blue writing color is a boon to tired eyes in daylight or artificial light. It turns an imperishable jet black after drying.

Of course RYTO has many other qualities that appeal—

1. FREE FLOW
2. PERMANENCE
3. FREEDOM FROM SEDIMENT
4. EXCELLENCE FOR FOUNTAIN PEN AND GENERAL USE

But it is RYTO'S unvarying strength of initial blue that brings them back. Unlike other inks, it attains this depth of color without loading the pen or depositing sediment in the bottle. For that reason alone, RYTO deserves your support as the "leader."

Prove what we claim for yourself. RYTO is packed in quarts, pints, half-pints, five-ounce and two-ounce cylinders.

No. 141	Quarts with Pour-out and Hermetic Seal.
No. 142	Pints, same style.
No. 143	Half-pints, same style.
No. 145	5 oz. Cylinders in Decorated Cartons. 1 doz. in a box.
No. 146	2 oz. Cylinders in Decorated Cartons. 3 doz. in a box.

THE CARTER'S INK COMPANY

WRITING INKS
CICO PASTE
MUCILAGE

CARTER INK PRODUCTS

CARBON PAPERS
TYPEWRITER RIBBONS
STAMP PADS

FOUNTAIN PENS MECHANICAL PENCILS
SHOW CARD COLORS

BOSTON : NEW YORK : CHICAGO : MONTREAL

RYTO—HOLDS ITS COLOR—EASY TO READ—PERMANENT

Royal Assembly Plant Head "Becomes of Age"

Clark A. Sherman, who has charge of the assembling of the Royal model 10 typewriter and the Royal portable at the factory in Hartford, Conn., was recently given a rousing reception by the Royal factory organization upon the occasion of his passing his twentieth year and entering upon his twenty-first year in the manufacture of Royal typewriters.

Mr. Sherman has directly under his charge more than 1,000 employees, and is especially concerned with the administration of the general plan of factory management which unifies the hundreds of operations involved in the manufacture of typewriters. Mr. Sherman is noted among his factory associates for his power of visualization, which he brings to bear in the assembly department. Furthermore, his ability to devise tests to demonstrate mechanical perfection is said to be remarkable.

GROUP ATTENDING THE ANNUAL PICNIC OF THE RUCKER-FULLER DESK COMPANY, SAN FRANCISCO.—It was held at the Baywood Country Club. Games and athletic contests were provided for all. Gaiety was the order of the day. The picnic was voted another huge success in the Rucker-Fuller entertainment program, before the tired and happy crowd found its way home at dusk.

Prize Golfers of N. Y. Stationers

The fifth tournament of the New York Stationers' Golf Association, held at Rockwood Hall Country Club, North Tarrytown, N. Y., resulted in the following prize winners in their respective classes: Class A: H. Stanley Horn, first; L. H. Tavernier, second. Class B: J. E. Neary, first; H. B. Barnett, second. Class C: B. Abrahams, first. There was no second prize in this class.

The winners in the sixth tournament held at the Rye Country Club, Rye, N. Y., were as follows: Class A: R. Sainberg, first; G. W. Fairchild, second. Class B: J. Poyen, first; H. B. Barnett, second. Class C: C. Sigloch, first. There was no second prize in this class.

The winners in the seventh tournament held at the Englewood Country Club, Englewood, N. J., on July 24, were as follows: Class A: W. S. Stafford and A. G. M. Staveley tied for first place, Mr. Stafford winning first place on the toss-up. Class B: R. S. Familton was the winner with A. M. Gilbert, second. Class C: W. Wallace won first place. There was no second prize in this class. R. B. Sainberg was the winner of a special prize at the Englewood tournament, the prize being donated by G. W. Fairchild, the host for the day.

The present standing for the Season's Cup in each class is as follows: Class A: W. S. Stafford and A. G. M. Staveley are tied for the leading honors. Class B: L. H. Tavernier is leading with an outstanding point total. Class C is being led by Morris Popper, with B. Abrahams a very close second.

THE NEW Dandy SEALER

INVITES DEALER CO-OPERATION

Because of its simple, sturdy, compact construction, and low sales building price, coupled with the tremendous market waiting to be supplied, the DANDY Envelope Sealer invites the best sales efforts of all commercial stationers, typewriter dealers and retailers of any sort of supplies for the office. Our profit sharing proposition gives them a powerful additional incentive.

Note These Features:

RAPID! Seals readily up to 400 envelopes per minute.

EASY! No instruction required—just turn the crank, that's all.

PORTABLE! Weighs only four pounds—takes five by eight inch space on desk or shelf.

DURABLE! Lasts a business lifetime; no servicing, nothing to get out of order.

A rapid fire money maker selling on demonstration of a few minutes.

RETAIL PRICE $12.00!

Write, wire or phone today for our most attractive and unusual sales proposition for dealers and distributors—be the first to sell DANDY Envelope Sealers in your city.

Dandy SEALER CORPORATION
317 THIRD AVENUE
PITTSBURGH PA., U.S.A.
Cable Address - "Dandyseal"

NATIONAL ASSOCIATION NEWS

Information Concerning the Activities of the National Association of Stationers, Office Outfitters and Manufacturers

OFFICERS:

Woodson P. Waddy, *President, Richmond, Va.;* Richard B. Carter, *First Vice-President, Boston, Mass;* Arthur C. Moench, *Second Vice-President, San Francisco, Calif.;* Charles M. Marshall, *Third Vice-President, Atlanta, Ga.;* Roy J. Simpson, *Fourth Vice-President, Chicago, Ill.;* Harry G. Horder, *Treasurer, Chicago, Ill.*

REGIONAL GOVERNORS

District No. 1. J. F. Molloy, Meriden, Connecticut.

District No. 2. Richard B. Lockwood, Millington Lockwood, Buffalo, N. Y.

District No. 3. Francis B. Irwin, James Hogan Co., Ltd., Philadelphia, Pennsylvania.

District No. 4. A. W. McClure, The McClure Office Equipment Co., Macon, Ga.

District No. 5. Carl M. Schutz, Browne-Morse Company, Muskegon, Michigan.

District No. 6. Sidney E. Collins, Automatic Pencil Sharpener Company, Chicago, Illinois.

District No. 7. Sterley F. Jerue, McClain & Hedman Co., St. Paul, Minnesota.

REGIONAL GOVERNORS

District No. 8. S. B. Hudson, The Star Printery, Muskogee, Oklahoma.

District No. 9. E. Clifton Wilson, Wilson Stationery & Printing Co., Houston, Texas.

District No. 10. C. E. Hoffhine, Hoffhine Printing & Stationery Co., Casper, Wyoming.

District No. 11. James S. Ball, Kilham Stationery & Printing Co., Portland, Oregon.

District No. 12. Howell D. Melvin, Melvin, Roberts & Horwarth, San Jose, California.

District No. 13. William F. Dawson, Chas. F. Dawson, Ltd., Montreal, Canada.

SECRETARY'S OFFICE—41 Park Row, New York. GENERAL OFFICE and INFORMATION BUREAU—403-405 Conway Building, Chicago

Twenty-Third Annual Convention Will be Held October 8 to 11, Inclusive, at West Baden Springs Hotel, West Baden, Indiana.

(The West Baden Convention.—Continued from Page 21.)

cial Furniture Division. William R. Diehl, chairman, presiding. The program consists of the appointment of the nominating committee, reports of nominating committee on national contracts of which Ivan Allen is chairman; election of executive committee, and discussion of the deferred payment plan and the profits to be derived from handling suite furniture.

Wednesday, October 10

8:30 a. m.—Registration continues.

9:30 a. m.—Commodity committee reports, and discussions in four round table groups (see below).

12:00 noon.—Luncheons for men and women.

1:30 p. m.—Round table meetings continue.

1:30 p. m.—Women's bowling contest.

3:30 p. m.—Treasure hunt for the women in Atrium Court; in charge of Albert B. Abrams, "The Modern Stationer." Mrs. B. A. Tuttle will act as hostess, with Mrs. Harry L. Nichols and Mrs. Carl G. King assisting.

5:10 p. m.—Visit to Merchandise Exposition.

6:30 p. m.—Dinner.

8:30 p. m.—Entertainment and dancing.

Round Table Meeting Number 1

Charles M. Marshall, third vice-president, presiding. J. D. Hanson, chairman.

9:30 a. m.—Blank books. Committee Chairman Thomas J. Sadler, Clarke & Courts, Dallas, Texas.

10:00 a. m.—Loose leaf devices. Committee Chairman Edwin I. Baer, Baers', Canton, O.

10:30 a. m.—Inks and adhesives. Committee Chairman Thomas Stagg, A. Pomerantz & Company, Philadelphia, Penna.

11:00 a. m.—Numbering machines and rubber stamp goods. Committee Chairman Samuel S. Rosendorf, Southern Stamp and Stationery Company, Richmond, Va.

11:30 a. m.—Carbon paper and inked ribbons. Committee Chairman James McCollum, Springfield Office Supply Company, Springfield, Mass.

12:00 noon.—Adjournment for lunch.

1:30 p. m.—Sales meetings—planning, operation, programs, use of questionnaires, and the time of day in selling. Discussion led by W. Neill Stewart, Stewart Office Supply Company, Dallas, Texas.

2:30 p. m.—Planning the salesman's day—contact with outside and with inside men. The executive's contact with traveling men—personal store survey, market analysis, and follow-up. The outside man—knowledge and application of merchandise; knowledge of allied lines and their values, and reports on old and new customers. The inside man—condition of stock, selling of slow moving items, building an order from a store sale, making accounts from a store customer, and coöperation with outside salesmen. Discussion led by Waldo H. Rice, Samuel Ward Manufacturing Company, Boston, Mass.

3:30 p. m.—Advertising—appropriations for catalogues, window displays, out-door advertising, manufacturers' helps and their distribution, and direct mail advertising. Mailing lists—how compiled, how kept, how classified. Cashing in on advertising. Discussion led by A. J. Walker, Farnham Printing & Stationery Company, Minneapolis, Minn.

4:30 p. m.—Research—its value, how to use information on hand, and its continuance. Discussion led by E. Clifton Wilson, Wilson Printing & Stationery Company, Houston, Texas.

Round Table Number 2

Dealers' Commodity Committee reports and discussions. Charles D. Brewer, chairman; William E. Ward, vice-chairman.

9:30 a. m.—Fountain pens and mechanical pencils. Committee Chairman Leonard Rabjohns, Scrantom's, Inc., Rochester, N. Y.

10:00 a. m.—Pens, pencils and pencil sharperners. Committee Chairman George O. Stevens, Stevens, Maloney & Company, Chicago, Ill.

10:30 a. m.—Hardware and glassware. Committee Chairman H. L. Chandler, Adams, Cushing & Foster, Inc., Boston, Mass.

11:00 a. m.—Leather goods and novelties. Committee Chairman Sam Eisman, Virginia Stationery Company, Richmond, Va.

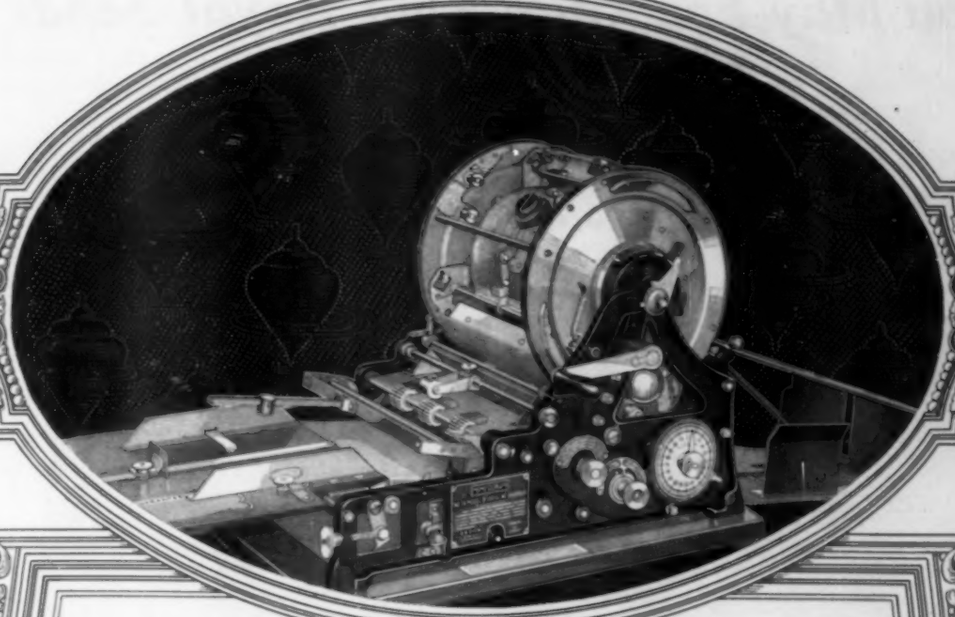
11:30 a. m.—Blue print papers and drawing and artists' materials. Committee Chairman Charles H. Langbein, The Stevenson & Foster Company, Pittsburgh, Penna.

12:00 noon.—Adjournment for luncheon.

1:30 p. m.—Sales meeting (same topics as group 1). Discussion led by W. H. Stanage, The Woodrow-Weil-Stanage Company, Cincinnati, O.

2:30 p. m.—Planning the salesman's day (same topics as group 1). Discussion led by J. Thomas Hill, the J. Thomas Hill Company, Brooklyn, N. Y.

3:30 p. m.—Advertising (same topics as group 1). Dis-



LEARN ABOUT THIS

You may know a great deal about the spinning power of a top. You may have all available information concerning centrifugal force. But if you don't know the Mimeograph, there are undoubtedly many things profitable for you to know concerning the speedy revolutions of its finely balanced cylinder. Let us explain to you what its facile ability to reproduce all kinds of letters, bulletins, forms, charts, diagrams, etc., at high speed and low cost, may mean to you and your work. The Mimeograph is one of the most important and successful time and money savers in the American business and educational system. Topping! You can't know what it can do for you until you have investigated. Without any obligation whatever we will be glad to send you the needed—and interesting—information. Why not write right now to A. B. Dick Company, Chicago, for newest booklet?

MIMEOGRAPH

THE EDISON-DICK MIMEOGRAPH CHICAGO

You May Feel Sure That Royal Sends Customers To You

THE SATURDAY EVENING POST

The whole family adopts a *Private Secretary*

The Royal Portable Typewriter has found an important place in modern home life. It is bringing new pleasure and efficiency into the affairs of the home.

Every member of the family uses the Royal Portable. From room to room it goes—tireless and sturdy, a most helpful companion.

The man of the house—in profession or business—needs the Royal Portable for the urgent work he so often does at home.

And the youthful members of the family—whether they are in school or in college—find this modern means of easy writing invaluable.

To the young child just learning to read, write and spell, the Royal Portable forms a remarkable educational aid. Busy mother, too, finds it a great help in keeping up the family correspondence which usually falls to her lot.

Sturdy and durable, the Royal Portable Typewriter is built to last a life-time. It is priced surprisingly low for so fine a writing instrument—only $60.00, in colors or wood finishes, complete with carrying case. Gradual payments, if desired. ROYAL TYPEWRITER COMPANY, Inc., 316 Broadway, New York City. *Branches and Agencies the World Over.*

PARENTS *of young children will be interested in our book "The Modern Aid to Education." It will be sent free to any one requesting it.*

ROYAL

TRADE MARK

PORTABLE TYPEWRITER

Royal Typewriter Co., Inc.
316 Broadway New York

Branches and Agencies the World Over

cussion led by Sterley F. Jerue, regional governor, District Number 7, McLean & Hedman Company, St. Paul, Minn.

4:30 p. m.—Research (same topics as group 1). Discussion led by A. W. McClure, regional governor of District Number 4, McClure Office Equipment Company, Macon, Ga.

Round Table Number 3

L. B. Clegg, chairman; C. A. Wilger, vice-chairman.

9:30 a. m.—Paper and envelopes. Committee Chairman C. E. Koerbel, William G. Johnston Company, Pittsburgh, Penna.

10:00 a. m.—Social stationery. Committee Chairman Arthur L. King, Ward's, Boston, Mass.

10:30 a. m.—Greeting cards. Committee Chairman E. G. Harpold, Dameron-Pierson Company, Ltd., New Orleans, La.

11:00 a. m.—Miscellaneous stationery items. Committee Chairman B. E. Sanford, Cornell Coöperative Society, Ithaca, N. Y.

11:30 a. m.—Steel and copper plate engraving. Committee Chairman L. J. Sears, Franklin Printing & Engraving Company, Toledo, O.

12:00 noon.—Adjournment for lunch.

1:30 p. m.—Sales meetings (same topics as group 1). Discussion led by A. M. Pearce, The Maverick-Clarke Company, San Antonio, Texas.

2:30 p. m.—Planning the salesman's day (same topics as group 1). Discussion led by James P. Cook, James A. Cook & Sons, Ltd., Toronto, Ontario, Canada.

3:30 p. m.—Advertising (same topics as group 1). Discussion led by B. A. Tuttle, Tuttle's, Inc., South Bend, Ind.

4:30 p. m.—Research (same topics as group 1). Discussion led by John F. Molloy, regional governor of District Number 1, John F. Molloy Company, Meriden, Conn.

Round Table Number 4

William R. Diehl, chairman; B. A. Tuttle, vice-chairman.

9:30 a. m.—Office chairs. Committee Chairman Frank Koch, Koch Brothers, Des Moines, Iowa.

9:50 a. m.—Wooden desks. Committee Chairman P. R. South, William B. Burford Company, Indianapolis, Ind.

10:10 a. m.—Steel desks. Committee Chairman Charles Howell, T. H. Payne Company, Chattanooga, Tenn.

10:30 a. m.—Filing cabinets and steel equipment. Committee Chairman Daniel S. Hansen, Carlson Brothers, Inc., Moline, Ill.

10:50 a. m.—Filing cabinet supplies. Committee Chairman H. H. Hughes, John P. Morton, Louisville, Ky.

11:10 a. m.—Metal safes and safe cabinets. Committee Chairman Jack Martin, The Tisch-Hine Company, Grand Rapids, Mich.

11:30 a. m.—Commercial furniture accessories. Committee Chairman G. D. Barger, Morris Sanford Company, Cedar Rapids, Iowa.

12:00 noon.—Adjournment for lunch.

1:30 p. m.—Sales meetings (same topics as group 1). Discussion led by Conrad A. Netzhammer, Northwestern Furniture Company, Milwaukee, Wis.

2:30 p. m.—Planning the salesman's day (same topics as group 1). Discussion led by O. R. Geuther, Marshall-Jackson Company, Chicago, Ill.

3:30 p. m.—Advertising (same topics as group 1). Discussion led by E. S. Pierce, Pierce, Inc., Hartford, Conn.

4:30 p. m.—Research (same topics as group 1). Discussion led by Edwin I. Baer, Baer's, Canton, Ohio.

Thursday, October 11

9:30 a. m.—Closing session of the convention. President Woodson P. Waddy presiding. Miscellaneous business. Reports of committees on grievance, budget, resolutions, credentials, necrology, nominating, special, etc. The morn-

Mr. Dealer:

Do your salesmen sell Carbon Paper and Typewriter Ribbons *on quality and performance?*

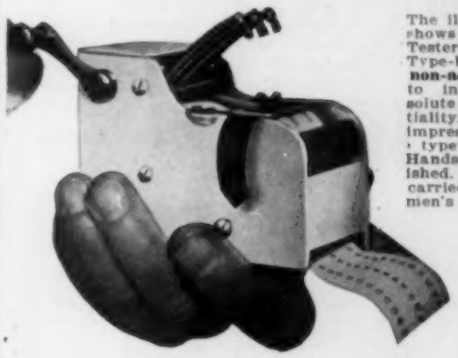
Can they prove what they say?

THE Grand Prize Carbon & Ribbon Tester makes selling of these products much easier . . . because it demonstrates in advance, by impartial tests, how various brands of carbon and ribbon will wear under actual service conditions.

It is not surprising that Grand Prize Carbon & Ribbons win out in these tests. Grand Prize products are superior in every way.

Grand Prize dealers have found that the tester increases their sales . . . that it makes a profitable line even more profitable.

You, too, are interested in bigger profits. The Grand Prize line will make these profits for you . . . and the tester will stimulate turnover. Write for details of our plan for dealers. It also tells how you can obtain this $100 tester free. Use your Company letter-head in writing.



The illustration shows how the Tester works. Type-bars are **non-adjustable** to insure absolute impartiality. Makes impressions like a typewriter. Handsomely finished. Can be carried in salesmen's pockets.

GRAND PRIZE

CARBON AND RIBBONS

Pacific Carbon & Ribbon Mfg. Co.

J. Francis O'Connor, *President*

1451 Harrison St. San Francisco, Calif.

396 Flinders Lane, Melbourne, Australia

PREMIER

Steel Sectional

BOOKCASES

At the Price of Wood

Standard sizes and finished in Oak, American Walnut, Mahogany, in natural wood effects and in Olive Green enamel. Constructed of cold rolled steel welded into rigid units.
Each section complete. No top is required. Receding doors. Can be had with steel doors, with glass doors, or without doors to be used as shelving.

No.	Dimensions	Olive Green	Wood Finishes	Shipping Wt.
201-4	Base height 4"	$ 5.00	$ 5.50	11 lbs.
201-6	Base height 6"	5.50	6.00	12 lbs.
202	9¼" High Inside 11" x 11¼" x 34"	11.00	12.00	23 lbs.
203	11¼" High Inside 11" x 13¼" x 34"	11.50	12.50	24 lbs.
201	13¼" High Inside 11" x 15¼" x 34"	12.00	13.00	27 lbs.

Sections furnished without doors, deduct $2.00 from the net price.
Prices are F. O. B. Mishawaka, Indiana. Liberal trade discounts.
Prices subject to change without notice.

PREMIER STEEL FILING CABINETS

"Built for Business"

Electrically and Acetylene welded. Rigid in construction. Beautifully finished. Full Roller Bearing. Double drawer fronts. Brushed brass finish hardware. "Pinch follower, positive in operation. Drawer capacity 25 filing inches. Automatic locking device if desired. All standard finishes and in 4, 3 and 2 drawer sizes.

Constructed for Unlimited Service

Stationery Cabinets
Typewriter Stands
Copy Holders

Stock No.	DESCRIPTION	PRICE Olive Green	PRICE Mahg & Walnut	Shpg. Wgt. Cr'td
504	4 Dr. Letter File	$33.00	$39.00	135
504-L	4 Dr. Letter File-Lock	39.00	45.00	135
506	4 Dr. Legal File	39.00	45.00	145
506-L	4 Dr. Legal File-Lock	45.00	51.00	145
304	3 Dr. Letter File	29.00	35.00	115
304-L	3 Dr. Letter File-Lock	35.00	41.00	115
306	3 Dr. Legal File	35.00	41.00	125
306-L	3 Dr. Legal File-Lock	41.00	47.00	125
104	2 Dr. Letter File	25.00	29.00	95
104-L	2 Dr. Letter File-Lock	29.00	33.00	95
106	2 Dr. Legal File	29.00	33.00	105
106-L	2 Dr. Legal File-Lock	33.00	37.00	105

Prices are F. O. B. Mishawaka, Indiana. Liberal Trade Discounts

Address All Communications to the Chicago Sales Office

Premier Metal Products Co.

JOHN W. MESSIMORE, Sales Manager

1467 CATALPA AVE CHICAGO

Address Export Inquiries to G. W. Snowman, 215 W. 35th St., New York City

ing session will close with the election of officers.

12:00 noon.—Joint luncheon for women and men.

1:30 p. m.—Golf tournament. James Armington in charge.

3:00 p. m.—Entertainment and bridge for women. Mrs. E. H. Sell, hostess, assisted by Mrs. Fred Coyler and Mrs. C. A. H. Thom.

6:30 p. m.—Annual banquet in Atrium Court.

Edwin H. Sell, F. H. Sell Company, Columbus, O., is in charge of the 1928 Office Equipment Exposition.

The committee on resolutions is composed of Charles A. Lent (chairman), Brown, Lent & Pett, New York, N. Y.; Waldo H. Rice, Samuel Ward Manufacturing Company, Boston, Mass.; Nathan H. Saltzman, The Hirschberg Company, Atlanta, Ga.; Frank B. Towne, National Blank Book Company, Riverside, Holyoke, Mass., and Fred P. Seymour, Horder's, Inc., Chicago, Ill.

The special committee on national contracts is composed of Ivan Allen (chairman), Ivan Allen-Marshall Company, Atlanta, Ga.; J. Ogden Pierson, Dameron-Pierson Company, Ltd., New Orleans, La.; Chas. A. H. Thom, Gregory, Mayer & Thom Company, Detroit, Mich.; E. S. Pierce, Pierce, Inc., Hartford, Conn.; and James S. Ball, Kilham Stationery & Printing Company, Portland, Ore.

The chairman of the information committee is Harry L. Nichols. An information bureau will be conducted in the lobby at which information will be available regarding all convention activities.

The chairman of the reception committee is Carl M. Schutz, regional governor of District Number 5.

The chairman of the transportation committee is John J. Hanlon.

The chairman of the men's golf tournament committee is James R. Armington.

Evening entertainment, as well as that provided during the luncheon and dinner periods, is in charge of Horace G. Williamson, Williamson Bureau, Cincinnati, O.

The chairman of the ladies entertainment committee is Mrs. Edward L. Little.

The various entertainment features provided for the ladies, and the excellent selection of hostesses and their assistants, as shown in the program above, should mean a combination of much enjoyment and considerable profit for all the ladies who attend the convention. All evidence indicates that ample provision has been made to entertain the ladies in a right royal fashion, which will not be soon forgotten.

Golf at the National Convention at West Baden

The annual golf tournament of the National Association of Stationers, Office Outfitters and Manufacturers will be held Thursday afternoon, October 11, during the annual convention to be held at West Baden, Ind., October 8-11.

"Rain or shine, we will hold the tournament," states James Armington, chairman of the golf committee. "We have a flock of prizes worthy of a national amateur, and a lot more in sight, sure as you're a foot high."

"The famous Faber cup will again be in open competition, and the West have already served notice that the cup will leave the East on October 11. The West is assured of having a mighty bunch of close-to-par players, so that the East will have a hard fight on their hands. What say you Eastern wielders of the mashie and niblick?"

Mr. Armington cautions all participants to bring their own clubs, and—to avoid any and all questions—they should bring their state or club handicap cards. By so doing, the committee will be greatly aided in arranging and conducting a satisfactory tournament.

Come one—come all!

1858 A PERFECT POINT FOR EVERY PERSON 1928

Window Card 12" x 24"

FOR YOUR *AUGUST* AND *SEPTEMBER* WINDOWS

THIS eye-catching school display card will be sent free to Spencerian dealers upon request.

Put it in your window all through August and September, so that children and their parents will buy their supplies from you.

Seasonable displays stop passersby, and bring into your store customers not only for the seasonable products featured, but for many others displayed on your counters.

School opens just once a year. This card will help you make the most of it.

SPENCERIANS — 100% WRITE

SPENCERIAN PEN COMPANY, 349 Broadway, New York City OA 8-28

Gentlemen:

Please send, free, for use in my store the 1928 School Window Display Card.

NAME ADDRESS

GENUINE Trussell

Polliwog grain No. 1 Cowhide

An entirely new and striking graining with lots of character. The color is medium brown, not too dark. Selected No. 1 cowhide, neatly stippled on the inner surface, as are our other styles of one-piece, all-leather covers.

Your customers who like something different and novel will be pleased with Polliwog, which is a natural grain and retains the real leather appearance. It will remind you of walrus, but the pattern is not so large. Flexibility of the leather is preserved by correct handling in all the processes of tanning and finishing.

Polliwog grain was developed for us by one of the leading tanneries and met with immediate approval, as shown by orders received. Price Books and Half-inch Memos are stocked in the popular sizes, and can be supplied promptly. Specify Style TP.

Ask for copy of new catalogue, just issued, if you have not received one.
Our salesmen are now showing samples of the 1928 Gift Box Line.

TRUSSELL MFG. CO.

23 to 29 Cottage Street Poughkeepsie, N. Y.

Model Offices in Weber Display

C. F. Weber & Company has recently made some very decided improvements in the office furniture department located on the first floor of the building, at Second and Mission streets, San Francisco, Calif. The entire front has been changed by moving the main entrance from the corner to the center of the Mission street side. Upper glass panels above show windows on the entire frontage on both Second and Mission streets have been treated and decorated, reducing the glare in the front part ot the store.

REPRESENTATIVE OFFICE DISPLAY OF C. F. WEBER & COMPANY.—The furniture shown is from the "President" suite of the Leopold Desk Company, Burlington, Iowa.

New display rooms have been fitted up elaborately to show the best possible advantage of the furniture and equipment desired by the modern executive. Shaded lights and heavy floor coverings add to the warmth and attractiveness of these individual offices, and bring out to advantage the richness of the walnut furniture, predominating therein.

The main showroom has been entirely redecorated and rejuvenated from floor to ceiling. The entire ensemble presents one of the most attractive settings for the high grade office furniture in which this company specializes on the coast.

C. F. Weber & Company maintains a number of branch stores throughout California, Arizona and Nevada, and is the northern California disitributor for Leopold and Tell City desks, Crocker chairs and Automatic files.

"UEF" Sales and Executive Offices Merged

Several of the constituent offices of the Underwood Elliott-Fisher Company have been consolidated at New York. The centralization at New York includes the executive and general sales offices of the Underwood Elliott-Fisher Company, and its four subsidiaries, the Underwood Typewriter Company, the Elliott-Fisher Company, the Sundstrand Corporation and the General Office Equipment Corporation. Edward F. Geer, vice-president of the parent manufacturing and holding company, announced the new location at 342 Madison avenue.

This centralization of the executive offices in the Grand Central zone does not affect the following departments of the Underwood Elliott-Fisher Company and the Underwood Typewriter Company; treasurer, comptroller, patent, metropolitan sales and general service. These are still located at 30 and 63 Vesey street. The metropolitan sales and general service of the General Office Equipment Company are at the downtown address.

I wouldn't mind what my wife says so much, if she wouldn't say it so often.—Hello (The Office Outfitters).

Weldon Roberts Erasers

World's Quality Standard

Some of the "88 STYLES"

Stationers Everywhere recognize the Weldon Roberts erasers as the

"WORLD'S QUALITY STANDARD"

Weldon Roberts Rubber Co. Newark, N.J. U.S.A.

ROUGH
A. W. M. CO.
&
PREMIER GRADE
TYPEWRITERS

"INVINCIBLE"
Non Blooming, Non Hardening
PLATENS

It will pay you to sell
"INVINCIBLE"
PLASTIC
TYPE CLEANER
Big Profits — Pleased Customers
No Sales Resistance!

Parts - Supplies

BLICK INK PADS—PARTS TYPE WHEELS

RUBBER
COVERS

AMERICAN
WRITING MACHINE
COMPANY
449 Central Ave. - Newark, N. J.
and
23 Principal Cities
Established
1880

Air Mail Rates Reduced August 1

It will cost only one-quarter as much to send the average business or social letter by air mail on and after August 1 as it does now, for on that date the rate will be reduced from ten cents a half ounce to five cents for the first ounce or fraction and ten cents for each succeeding ounce or fraction. This means that an ordinary letter may be sent anywhere in this country for five cents and that an air mail package which now requires $2.00 postage may then be sent to any part of the country for $1.05.

The regulations on air mail are simple. Any mailable matter (except perishable matter liable to damage by freezing) may be sent by air mail. Registered, insured and C.O.D. matter is carried by air mail as are packages not exceeding fifty pounds in weight and not exceeding eighty-four inches in length and girth combined. Special delivery stamps still further expedite delivery of domestic air mail.

Air mail may be deposited in any mail box, but sufficient time should be allowed for collection and transport to the local main post office in time for shipment to the air mail field. Distinctive air mail envelopes are desirable, but not compulsory, but the words "Air Mail" or "Via Air Mail" must be clearly endorsed on the envelope or wrapper.

This new low rate effective August 1 holds out tremendous possibilities for the American business man. This reduction comes when the air mail companies are giving the most dependable service in their history. The man or woman using air mail for business or social correspondence has the benefits and connections of twenty-eight air mail routes over 12,457 miles, serving 62,000,000 people directly and millions more indirectly. Each twenty-four hours the mail planes fly 24,914 miles and their daily average mail load now exceeds three tons. Air mail averages more than 100 miles per hour and planes are flown night and day in fair or foul weather.

Speed is the essence of air mail service and the record of efficiency established by the air mail in the last ten years, during which time nearly 16,000,000 miles were flown and 302,000,000 letters carried, merits the patronage of every business man and woman.

It behooves every alert business man to instruct his mailing department to determine where and how time and money can be saved by use of air mail. Each day there is some striking instance of how air mail, which means speed, has been profitable to American business. The new rates, effective August 1, should popularize this rapidly expanding method of modern transportation.

Postal Rate Changes Bring Business

Changes in rates were made by the United States Post Office Department July 1 and August 1. Horder's, Inc., Chicago, grasped this opportunity, running large display advertisements in local newspapers. The company offered Hanson postal scales revised to conform with the new regulations. One, an air mail scale, weighs by quarter ounces up to two pounds, sensitive to 1-64th of an ounce. Other scales were designed for weighing all classes of mail, and also scales for parcel post shipments.

"Mr. Lettergraph" on the Air at Chicago

The Heyer Duplicator Company, Inc., 901-11 West Jackson boulevard, Chicago, Ill., started July 9 on a nightly radio program over Station WSBC, transmitting at 232.4 meters. "Mr. Lettergraph" goes on the air each evening, about seven o'clock. Dealers are invited to tune in on this program and show their salesmen how they can cash in on these radio talks. They will get popular attention to the subject of duplicating machines and devices.

A smiles is contagious, but the board of health doesn't object. —Faultless Loose Leaf Bulletin (The Stationers Loose Leaf Company).

A CLEMCO DESK

A "CLEMCO" Garfield Suite in the office of Mr. A. J. Dyer, President of the Nashville Bridge Company, Nashville, Tennessee. Installation by Foster & Parkes Co., Nashville

JUDGING PERSONALITY

PERSONALITY—individual and corporate—is judged by environment. How imperative, then, that the appointments of your business home—your office—be pleasing, stimulating.

"CLEMCO" Fine Office Suites lend an unmistakable air of distinction to executive and general offices. Each "CLEMCO" Suite offers the ultimate in selected woods and the skilled workmanship of master craftsmen. Each is designed and priced to suit a definite demand.

The "CLEMCO" Representative will gladly show you how "CLEMCO" Suites will improve the appearance and efficiency of *your* office.

"Pointers In Planning An Office," a Beautiful 16 Page Booklet, gives helpful information on Office Harmony, Lighting, Planning and name of nearest "CLEMCO" Representative. Write for your copy.

THE CLEMETSEN CO.

Makers of a Complete and an Exceptional Line of Desks and Fine Office Suites for Business, Bank and Professional Use

3403 West Division Street **Chicago, Illinois**

COMPLETE CARD COVERAGE

No Gaps *in the* F. E. Bee-line

Thousands of card forms—ledger cards, signature cards, safety deposit record cards, stock record cards, library cards—cards of all types for all sorts of business, bank, school and library use. From stock forms, or designed to order.

We have perfected special card machinery and have many skilled workers specializing on cards. Our service is most efficient and economical. We use over a hundred kinds of card stock, and furnish the proper weight and grade of card for every use. Come to Card Headquarters for any type of card you want.

Filing Equipment Bureau

—[INCORPORATED]—

113-115 PURCHASE STREET

BOSTON, MASS.

Lyon Metal Products Merges Branch Offices

Lyon Metal Products, Inc., has made rapid progress in consolidating branches in the principal cities of the country. The Lyon Metallic Manufacturing Company's and the Durand Steel Locker Company's branch offices at Boston, Chicago, Detroit, Philadelphia and Pittsburgh have been brought together in the respective communities.

At Boston, Mass., the offices occupied formerly by the Lyon Metallic Manufacturing Company at 161 Devonshire street, now form headquarters for both the Lyon and Durand organizations. S. T. Smith, who had been in charge of the Lyon office at Boston, continues in charge of sales in the Boston district. R. E. Hein, who had managed the Durand office at Boston, has joined forces with Mr. Smith.

The Chicago offices of Lyon Metal Products, Inc., have been consolidated in Suite 1538, 33 South Clark street. This is in the First National Bank building, a convenient central location for dealers, architects and engineers. The office provides space for R. T. Waters, the branch manager, administrative office and salesroom. The telephone number is Central 6302.

The consolidated office provides Chicago headquarters for what were known formerly as the Lyon Metallic Manufacturing Company and the Durand Steel Locker Company. The Lyon offices had been located several years in the Pelouze building, 230 East Ohio street. The Durand offices had been in the First National Bank building.

The consolidated offices at Detroit, Mich., are at 1906 Penobscot building. H. N. Twogood, formerly in charge at Boston for the Lyon company, is manager of the Detroit district. L. R. Pettingill, who had directed Durand operations in the Motor City, continues the office at 5-150 General Motors building. He has charge of the automotive division contact work with motor car manufacturers in solving the parts storage problems of dealers. He is assisted by C. E. Moon, who had been a Lyon man prior to the consolidation.

Philadelphia activities are continued at 121 North Broad street, the site of the former Lyon branch. An additional 400 square feet of space was required to care for the Durand organization. R. J. Nyce is in charge of the Philadelphia district. He was manager of the former Lyon office. Owen Lynch and Alexander Lyons are associated with Mr. Nyce in the Philadelphia establishment.

At Pittsburgh increased space was taken in the Oliver building to care for local requirements. E. G. Loughner, who had directed Lyon operations at Pittsburgh, is in charge of the consolidated offices. A. J. Welshofer, formerly Durand manager, has joined the sales staff at Newark, N. J. Newark is the home city of Mr. and Mrs. Welshofer. Charles A. Gallagher and Miss Marie F. Walker, formerly Durand folk, have joined Mr. Loughner in the branch of Lyon Metal Products, Inc.

"System" Returns to Own Field

System, the Chicago publication which pioneered the field of office and shop systems, has resumed its original field. In late years the editorial policy has veered somewhat, the contents showing a majority of articles on the fundamentals of business, reports of current business conditions, and inspirational material. That "System" has become "The Magazine of Business," and the new "System" appears as a monthly of business practice. The page size has been reduced to 6½x9½ inches.

The first issue of the rejuvenated "System" carried a number of important articles on modern business procedure, business getting ideas, office policies, etc. The appeal is to both manufacturer and retailer.

No. 325

SAMSON
OFFICE TABLES
DIRECTORS TABLES

No. 321

Your Good Judgment

Your good judgment, based on the interests of your customers, calls for the purchase of equipment that is always standard and reliable.

SAMSON tables are such products.

SAMSON tables can be specified for installation in offices, schools, libraries — anywhere with just confidence. They reflect one's good judgment and represent a purchase that can easily be justified with a policy of economy.

The lasting beauty, the real utility, durability and reasonable cost of SAMSON tables means much to anyone furnishing a permanent business.

There is satisfaction in SAMSON tables because like a good desk or chair, a table can be a fine piece of furniture.

Mutschler Brothers Co.
508 Madison Street,
NAPPANEE - INDIANA

VENUS COPYING PENCILS

FEATURE VENUS Copying Pencils, and you will be surprised at the number you sell.

Their use for signatures on banks checks is legal; orders should be written with them and so should auditors memos be made with indelible lead.

They are specially adapted for railroad work; dentists use them for marking plates; physicians for their patient's records and prescriptions, and there is a use for them among all business and professional men.

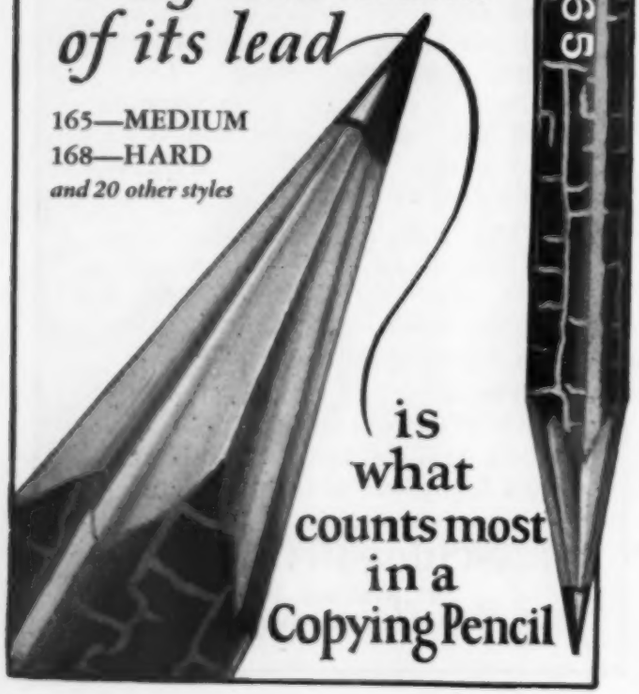
The remarkable smoothness of the lead in a VENUS Copying Pencil means comfort; its special toughness means economy —qualities appreciated by both users and purchasing agents.

Post your customers on these particular points of the VENUS Copying Pencil.

American Lead Pencil Company
500 Willow Ave. Hoboken, N. J.

The durable point and Silky Smoothness of its lead

165—MEDIUM
168—HARD
and 20 other styles



is what counts most in a Copying Pencil

Census Findings on Sales Practices

Some interesting figures have been developed by the United States Bureau of the Census in studying distribution problems. It will be recalled that several representative cities were selected, with a view to getting representative figures from a "sample census." The funds available did not permit a country-wide tabulation. The distribution census was taken with the co-operation of local associations of commerce in Atlanta, Chicago, Denver, Fargo, Kansas City, Providence, Baltimore, Seattle, Syracuse, Springfield (Ill.) and San Francisco. The figures cover the year 1926.

One tabulation shows the average annual sales per man of wholesale salesmen. In this Chicago ranked first in volume of wholesale sales, and Springfield was last.

Office Equipment—Number of establishments, 345; annual sales, $50,986,400; number of salesmen, 1,644; average sales per man, $31,014.

Paper and Paper Goods—Number of establishments, 337; annual sales, $227,110,800; number of salesmen, 1,885; average sales per man, $120,483.

Stationery, Books and Magazines—Number of establishments, 207; annual sales, $56,808,600; number of salesmen, 1,981; average sales per man, $28,677.

Typewriters and Calculating Machines—Number of establishments, 66; annual sales, $6,455,000; number of salesmen, 292; average sales per man, $22,106.

Chain stores were included in the studies of distribution in 1926. There is no clear line distinguishing between chain stores covering mercantile lines and the branch stores of manufacturers located in various cities. These figures are interesting to our readers in the showing made of the preponderance of independent stores over the branch stores operated by manufacturers of office equipment and supplies.

Office Equipment—Total number of stores in the eleven cities, 439; per cent "chain," 8.7; annual sales for all, $42,177,000; per cent "chain," 13.4.

Typewriters and Calculating Machines—Total number of stores in eleven cities, 169; per cent "chain," 3.6; annual sales for all, $14,305,000; per cent "chain," 6.0.

Dictaphone Branch at Rochester in Larger Home

The Dictaphone Sales Corporation branch at Rochester, N. Y., has been moved from 4 Church street to 301-02 Cox building, 26 St. Paul street. F. G. MacIlroy, the manager, is happy in the new location. The new offices are quite a bit larger than those occupied formerly. The growth of the Dictaphone business at Rochester made more space necessary.

Craig Sheaffer Addresses Iowa Business Men

C. R. Sheaffer, treasurer of the W. A. Sheaffer Pen Company, Fort Madison, Iowa, was one of the speakers at the sales conference for Iowa business men held a short time ago under the auspices of the college of commerce, University of Iowa, Iowa City. Mr. Sheaffer spoke on the topic of dealers' helps and their utilization. His address was considered vigorous, practical and helpful.

Chicago Commerce Office Moves

The Chicago office of the United States Department of Commerce, Bureau of Foreign and Domestic Commerce, has moved. The location had been in suite 830, 33 South Clark street, First National Bank building. The new address is Room 577, in the same building. The telephone numbers continue as in the past—Dearborn 8857-58-59.

Pencil Slat Exports of United States

The 1927 exports of pencil slats from the United States were valued at $1,932,596.

"Y *and* E" offers complete *new* line of steel desks

STEEL desks with all the characteristics that meet the needs and ideals of modern business are now available in the newly created "Y and E" "7800" Steel Desk Line. The new "Y and E" Steel Desks are made in a wide variety of sizes and styles to meet every office need. Electric spot welding eliminates the use of bolts and rivets, makes "Y and E" Steel Desks absolutely rigid under all service conditions.

"Y and E" Steel Desks are offered in the pleasing "Y and E" olive green enamel finish, or in mahogany and walnut finishes—exact replicas of standard woods. Special finishes can be supplied to your order. Narrow bronze edging around the tops of "Y and E" Steel Desks holds in place the soft-toned olive green moisture-proof linoleum with which the desks are covered. Walnut finished desks have brown linoleum. Leg cups are bronze. Write for catalog.

"Y and E"

YAWMAN AND ERBE MFG. CO.

855 JAY STREET ROCHESTER, N. Y.

Steel and Wood Filing Cabinets—Steel Shelving—Desks—Safes —Office Systems and Supplies—Bank and Library Equipment

Flash Your Roll

In the old horse trading days, the man who was in the market in earnest, sometimes gained his point by displaying at the psychological moment a roll of money as big as his resources would permit. Some of them, the old timers tell us, looked like three dollars worth of lettuce.

The Macey dealer accomplishes the same result with an impressive display of Macey matched suites. Business men cannot help but feel a desire for these beautiful furnishings. The field is not restricted to banks and bond brokers. Wholesale establishments, manufacturers' representatives, business colleges, physicians, funeral directors, plastering contractors and nearly every field of business have been attracted by displays of Macey equipment and sold on the idea of better offices. There are opportunities for sales everywhere and the invitation of an attractive Macey display will start the movement. A stock of Macey products is like a roll of real money. "Flash your roll!"

Macey

The Macey Line consists of Steel Files, Steel Desks, Filing Equipment Supplies, Sectional Bookcases and Matched Office Suites.

Catalogs sent on request.

THE MACEY COMPANY, GRAND RAPIDS, MICHIGAN

Office Equipment at Eastern States Expo

Office equipment will be among the exhibits at the Eastern States Exposition, to be held September 16-22 at Springfield, Mass. The industrial arts show comprises the entire range of the office and the home. This show presents an actual picture of American industrial life. It is housed in a special building of steel, brick and concrete, containing three acres of floor space. In 1927 there were 382 exhibitors, showing every type of manufactured article. The exposition attracted an attendance of 287,000 individuals.

Three general classes of exhibits comprise the Eastern States Industrial Arts show. Merchandising exhibits provide for direct sales, future deliveries or laying the foundation for future selling. These represent the largest class of exhibits and include all types of manufactured products. Good will exhibits, shown chiefly by public utilities, financial and insurance companies and large manufacturers whose displays are in the form of dealer helps, and concerns desiring to keep their name and trade mark before the public. Educational exhibits designed to be informative, to develop good will and increase the prestige of the organization. These are shown principally by Federal, provincial, state and municipal governments, chambers of commerce, civic organizations, educational institutions, industrial commissions and similar groups.

The exposition plant covers a tract of 172 acres in West Springfield, five minutes from the business center of Springfield, has eleven permanent brick, steel and concrete buildings, including a coliseum with seating capacity of 5,600, numerous other exhibit buildings and exceptional rail, trolley and highway facilities. Plant, buildings, and equipment are valued at $2,500,000. It also maintains a permanent year round organization actively engaged in promoting industrial and agricultural resources of the northeastern states.

In addition to the Industrial Arts Show, the Eastern States Exposition has developed seventy other divisions dealing with every form of industrial, educational and agricultural activity. All programs have been built up on broad lines to serve the ten North Atlantic states, territory served intimately by the institution. Outstanding characteristics are class and quality attendance plus wide markets and coverage. Springfield and its adjacent territory furnish an adequate cross sectional view of regional resources as well as high type and buying power of patronage.

Simplification Program for Textile Leathers

The United States Department of Commerce, division of simplified practice, has initiated a program of simplification for pyroxlyn coated fabrics, known in the trade as textile leathers, and used extensively in the manufacture of covers for memorandum and other loose leaf books, chair cushions, desk pads and other items of stationery stocks. These products also appear in cushions and tops of automobiles. The conference was held at New York, N. Y., June 19. It approved the proposed schedule, subject to such modifications or changes that may be found necessary after a more detailed examination of the schedule by the consumers, or manufacturers using these fabrics. After a meeting had been held to consider suggested modifications of the schedule a date will be established to make the simplification program effective.

The conference requested the division of simplified practice to furnish copies of the simplified schedule to users through their respective organizations or associations, with the request that a detailed examination of the schedule be made to insure that all consumers may secure stock fabrics to meet their requirements. In case the simplified schedule does not contain a fabric suited to the regular requirements of any user, such exceptions are to be referred

Your own stationer where you would prefer to trade will cheerfully accommodate you.

The Flexi-Post Sales Plan

In national advertising, in booklets and direct literature, in every part of the FLEXI-POST sales plan this suggestion predominates—

FLEXI-POST
REG. U.S. PAT. OFF.

"is obtainable at your own stationer where you would prefer to trade." FLEXI-POST dealers receive co-operation at every turn.

FLEXI-POST is known everywhere for efficiency and economy in record-keeping. *Auxiliary Post Sections* provide unlimited capacity. *Two-Inches of Working Space* allow ample room for the insertion and removal of sheets. *Direct Screw Compression* holds sheets with a vise-like grip — always in perfect alignment. *Non-Protruding Posts* save storage space.

Write for attractive, dealer's arrangement on FLEXI-POST Binders, Faultless Visible Records and other Loose Leaf Books in the complete Faultless Line.—Your territory may be open.

STATIONERS LOOSE LEAF CO.
CHICAGO MILWAUKEE NEW YORK

— note the exclusive principle of flexible link posts.

One of the many
FAULTLESS
LOOSE LEAF BOOKS
"All that the name implies"

Action! When you want it you get it

ACTION! It is demanded by every business executive, from himself and from his assistants.

A filed letter or business document is of most value the minute it is wanted —not later in the day—not some other day.

Just one thing governed in designing the new GF 700 line of files, and that was permanent filing efficiency. We made these files so that it is quick and easy to file a letter or other document in its proper place and just as quick and easy to find it again.

Consider what these things mean to your customers—strength and capacity instead of weight and bulk; valuable extra inches of filing space; drawers that glide smoothly on frictionless rollers; quick releasing, yet positive compressors; beautiful, durable and easy-to-clean finish; and a *surprisingly low price.*

The GF 700 line files make it easy for you to sell and satisfy every business man, no matter what his filing requirements may be.

THE GENERAL FIREPROOFING COMPANY

Youngstown, Ohio :: *Canadian Plant, Toronto*

GF Steel Office Equipment also includes

Safes . Filing Cabinets . Sectional Cases . Supplies . Shelving . Storage Cabinets . Transfer Cases . Document Files . Tables

GF Allsteel

700 LINE FILES

A new sales opportunity for GF dealers

Increased volume from your present bank accounts and a wonderful opportunity to interest new bank customers —those are the things the new GF line of bank equipment offers the progressive equipment dealer.

This new GF equipment was designed especially for the work it does, by men familiar with actual banking conditions. The new GF Card Ledger Desk makes it possible and easier for each teller to serve more accounts, saving the customer's time and the bank's time.

Follower block and compressor hold cards in ideal working position and protect them perfectly when not in use. Sliding posting board, movable and interchangeable card trays, interlocking steel "roll top," beautiful and durable GF finish—these are real sales assets.

GF Bookkeeping Machine Desk

Wherever mechanical systems are in use, this beautiful, durable and convenient GF Bookkeeping Machine Desk saves time, space and energy.

Get all the details of this new GF Bank Equipment and be prepared for the interesting and profitable business it opens up for you.

THE GENERAL FIREPROOFING COMPANY, Youngstown, Ohio

Canadian Plant, Toronto, Canada

GF Allsteel
Bank Equipment

THE GENERAL FIREPROOFING CO., O.A.
Youngstown, Ohio.
Please send information on the GF Allsteel franchise.
Name .....
Address .....
City ..... State .....

Fatigue can tie up the most valuable pair of hands in your office

FIFTY thousand times a day the delicate nerve centers in her fingertips are shocked as her typewriter keys hit bottom. The result is a steady drain of nervous energy that may even result in Functional Neurosis.

This never happens with an L C Smith. Its ball-bearing action is supremely easy, light and swift—and the keys never touch bottom.

We have prepared a brief explanation of the effect of fatigue on stenographic costs that will be interesting alike to those who use typewriters and those who sell them. You can obtain a copy by writing to the address below.

L C Smith — the Ball Bearing Office Machine. Its light touch, easy action and speed increase output, and reduce fatigue.

L C Smith & Corona Typewriters Inc

Established 1903

Executive Offices, Syracuse, New York

Factories at Syracuse, Groton and Cortland, N. Y.

Try Our Type Bar Brand Ribbons and Carbons

to the division of simplified practice and will be used as the basis for final action on the program at a meeting of all interests to be held at a future date.

In order that the purpose of the program may be understood by all interests, the simplified practice committee of manufacturers has requested that the following explanatory paragraph be added to the program:

"The general aim of this program is to set up normal standards which will serve as a basis of purchase and sale in ordinary transactions not involving special requirements. The aim to avoid the confusion and economic loss which results from an infinity of minor variations. It is distinctly not the aim to obstruct sound invention in originating new types of substantial merit, or to set up any artificial barriers against resourcefulness in meeting genuine new needs. The expectation is that where some special needs exists, not adequately provided for in these standards, then special constructions will be devised to fit the need. It is the sense of the industry, however, that minor variations having no important value should be avoided."

Manufacturing stationers who desire to participate in the discussion of the new simplification program, can secure a copy of the schedule, and be placed on the department's mailing list to receive official bulletins regarding the progress of the movement, and the recommendations adopted finally by the industry.

Central File of Customers for Big Banks

Business men dealing with the large banks of American cities are impressed frequently with the isolation and detachment of some departments from the general activities of these institutions. This is not due to aloofness, but to the large size of the business and lack of opportunity to interchange information.

At the annual convention of the American Institute of Banking held at Philadelphia Charles W. Stevens, assistant cashier of the Old Colony Trust Company, Boston, described the possibilities of a central file as a business-getter for banking institutions. His company has about 80,000 active cards in its central file. Mr. Stevens said:

"It is impossible to exaggerate the importance of the central file as a source of new business. It becomes apparent when we discover, as has been proved by careful analysis, that seventy per cent of the new business of every bank comes through old customers. It is not to be assumed that all of the new business available from this source must of necessity come through the large accounts. It has been estimated by a business extension bureau that six out of every 100 checking accounts, with average balances from $350 to $1,000, are live prospects for two or more of the bank's services. In the case of checking accounts above $1,000 they are found to be prospects for at least three services. Thirty-five out of each 100 vault customers are found to use a second department of the bank in which they have a box. The man who carries a personal checking account in one bank purchases bonds at another, has a safe deposit box at a third and may be considering making a fourth bank his executor, is not an unusual case among the depositors of every large bank throughout the country. The bank customer with a vault at some other bank is constantly open to solicitation by men who know him more intimately than the tellers where he keeps his account.

"The possibilities of customer cultivation through the central file are limitless, and such a file is properly called the service department for the entire bank."

There is a thought here for the filing equipment salesman, which can be followed through, rendering a tangible service to the banks of his city and finding new outlets for filing equipment and supplies.

Bound for Oshkosh b'Gosh or dude ranches

* * *

—your customers need these maps

THEY make traveling *anywhere* so much simpler, surer, saner—Rand McNally Auto Road Maps and the Auto Road Atlas.

They show the best roads, clearly marked. They give accurate mileage. They show individual city maps and preferred hotel accommodations—all the information motorists and vacationists need.

Vacation season is not yet half over. Why not get this extra business, especially profitable these months?

You receive a generous discount—attractive display material, free. And you benefit in Rand McNally & Company's extensive national advertising.

Order from your nearest news company branch or direct.

RAND McNALLY & COMPANY
Map Headquarters

Dept. T-17

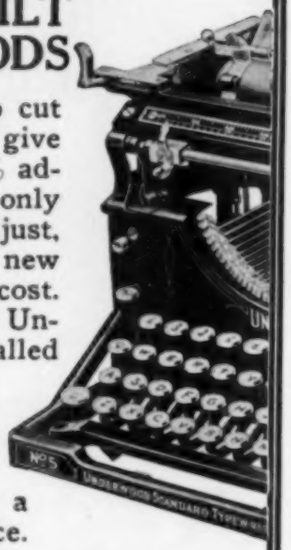
536 S. Clark Street
Chicago

270 Madison Avenue
New York

559 Mission Street
San Francisco

FOR THE DEALER WHO DOES HIS OWN REBUILDING— OR ADJUSTING—

SEMI-REBUILT UNDERWOODS



will enable you to cut shop costs and will give you a machine 90% adjusted, leaving only 10% for you to adjust, with guaranteed new parts at a very low cost. You will have an Underwood of unequalled appearance both in enamel and nickel. It will enable you to sell these machines at a higher retail price.

SEMI-REBUILDING

Send us your rough Underwoods and we will do the same job of Semi-Rebuilding as we do on the Semi-Rebuilts we sell. This will give you more time to work on other makes of machines. We pay the express one way.

EXCHANGES

We will exchange our Semi-Rebuilts for your rough Underwoods, under just the same plan as we do on our regular rebuilding exchange. This enables you to move and to exchange odd type models of Underwoods and keep your stock moving. Send today for our price list of 9 kinds of service explaining all these features.

OTHER SERVICES

100% Rebuilt Underwoods — *Rental Underwoods*
100% Rebuilding — *Rough Underwoods*
Instalment Financing — *Underwood Parts*

SHIPMAN-WARD MFG. CO.

Est. 1892
C-177 Shipman Building 4401 Ravenswood Ave.
CHICAGO, ILL.

International Office Equipment Expo at Basle

The United States Department of Commerce reports that an international exhibition of office equipment will be held at Basle, Switzerland, September 29-October 15, 1928. Applications for space were received until May 31, 1928. The success of the Swiss Industries Fair, held at Basle in April, was doubtless instrumental in inducing the fair committee to arrange for an international exhibition of office equipment. This exhibition, unlike the Swiss Industries Fair, is open to all exhibitors without regard to nationality or domicile. There will be exhibits by all commercial or industrial enterprises, associations or public administrations distributing or producing articles used in offices or relating to the organization or standardization of offices and office equipment.

The exhibition will comprise twelve groups: Office machines, such as typewriters, calculators, dictating machines and similar devices; office furniture and installations, such as wood, iron and steel furniture, safes, telephones and lighting fixtures; office organization, or bookkeeping and filing systems; small office machines or appliances, such as pencil sharpeners, paper fasteners, time and dating stamps, cash counting and changing machines, typewriter ribbons, carbon paper and stencils, pens, pencils, draftsmen's supplies, slide and computing rules; letter, typewriter, multicopying and blotting papers; graphical products and propaganda material, standardization; packing and shipping requisites; business education; directories and periodicals; office cleaning implements and materials; and miscellaneous products.

About 18,000 square meters of space with all the necessary installations, such as conference rooms, post office, telegraph, telephone, meeting rooms, reading and writing rooms and restaurant, will be used. The exhibition will be attended by wholesale and retail dealers, as well as by large users of all kinds of office equipment from all sections of Switzerland and from various parts of France and Germany.

"Furniture Consciousness"

"The Better Front" is a periodical contribution in the Philadelphia Public Ledger, by Henry Tilden. It discusses business topics from the modern viewpoint. A recent issue of the Ledger contained the following:

"More and more the thought impresses itself upon me that one must read advertisements if one wishes to keep well informed on the trends and currents of the business world. The men who write advertising copy probably hold themselves in closer touch with the pulse of trade than almost any other group with the possible exception of bankers. New materials, new adaptations of old articles of commerce to wider fields of use and improvements on staple articles—all are set forth in clear, terse English that broadens our knowledge and enlarges our vision.

"Therefore, when I read an advertisement in the Saturday Evening Post the other day, these words claimed my attention: 'Good offices are only good business. They attract trade, increase prestige and profits and bring greater efficiency from workers.' The man who wrote that copy told a great deal in few words.

"Business men are coming to recognize the value of a good front for their establishments even as they recognize the value of respectable appearance in an individual. Mistaken ideas of conservatism—really a false conservatism—are giving away before realization that as 'apparel oft proclaims the man,' so does the building oft proclaim the business. A prosperous business, worthily housed, advertises itself as prosperous and thereby gains a firmer hold on its prosperity."

Economy has supplied the means—but never made a fortune.
—The Office Cat (The Richmond & Backus Company).

Weis' monthly message to the legitimate dealer trade

Weis

Join in a Scrap

Let's Make Some Money

Instructions and materials for installing this Campaign Window Display will be forwarded to all dealers joining in the campaign. The display is easily installed, no matter what size your window may be.—*Mail request coupon today.*

Paste it in a Scrap Book

Window Strips This window strip in attractive color suggests the use of Weis Scrap Books. You will receive an allotment free with the Model Scrap Book Assortment described on the second page following. One of many ways in which we are helping dealers sell Weis Scrap Books in September.

We supply everthing to help you cash in on the extra demand for Scrap Books that comes with the opening of schools and colleges.

September is the month to sell Weis Scrap Books. To help you make this the best scrap book month you have ever enjoyed, we have arranged a special Model Scrap Book Assortment of 17 Weis Scrap Books. This is an assortment of best sellers—just what you need to get scrap book business in September.

In addition, we have prepared a number of real selling helps, including a Model Scrap Book Window Display.

Early in the summer we engaged the services of an expert window display man to arrange an effective display for us. He went to the store of a near-by dealer and installed this window--a window that made folks stop, look--and buy Scrap Books. We consider it a model window for dealers large or small. It sold Weis Scrap Books in the store where it was originally installed, and we know it will do the same for you.

Dealers ordering the Campaign Scrap Book Assortment shown on the second page following will receive complete materials for installing this sales-making display in their windows, together with full instructions.

Write at once for details of this unusual campaign. Use the coupon on a following page. Also note the other ways in which we cooperate with you to make this campaign a success.

The Weis Manufacturing Co.
162 Union Street Monroe, Mich.

New York:—
A. H. Denny, Inc.
356 Broadway

Chicago:—
Associated Stationers Supply Co.
Franklin Street

See Next Page for Special Offer

Book Campaign

In September

No detail has been overlooked to make this the most successful Scrap Book Selling ever conducted on a national scale. We want every legitimate dealer to join us.

Our September Scrap Book Campaign is complete in every detail. The window display, an important factor in the campaign, is the creation of an experienced window display man. It has proven its worth.

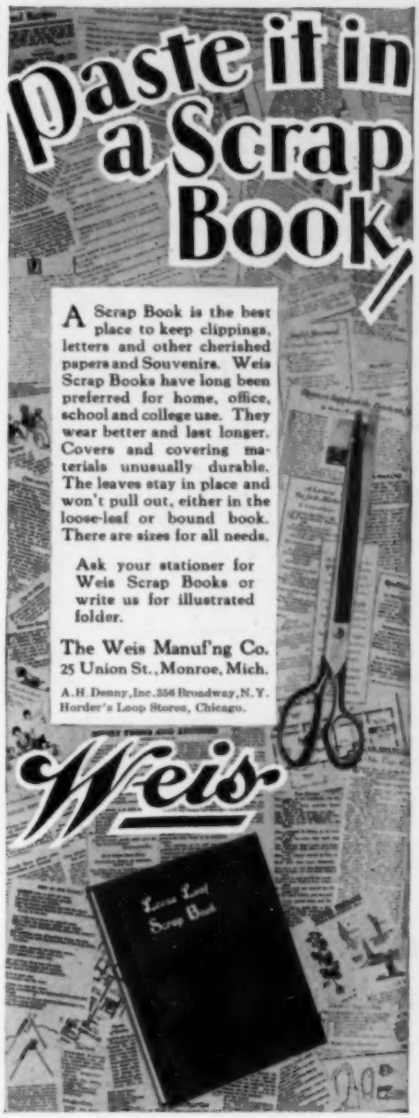
The Model Scrap Book Assortment shown on the next page contains sizes and styles that will appeal to students and teachers. They are also adapted to home, office and library use. The Assortment is priced right for quick turnover and profit.

An attractive 8-page folder for use in your mailing has been prepared and quantities imprinted with your name and address will be supplied free. Display cards, window strips, and an advertisement for use in your local paper will also be sent to you without cost.

And back of this co-operation is our advertisement in The Saturday Evening Post of September 8th—right when thousands are thinking in terms of school supplies.

Folders With Your Imprint Free

This attractive 8-page mailing folder in two colors features the full line of Weis Bound and Loose Leaf Scrap Books. Quantities imprinted with your name and address will be supplied to you without cost, if you join us in this campaign. See request coupon on next page.



This Weis Scrap Book Advertisement will appear in The Saturday Evening Post, September 8th, 1928. It will go into the hands of nearly Three Million Readers. A newspaper ad which ties in with the Post ad has been prepared and a mat of this ad will be sent to you free.

On Model Assortment

Weis

Mail Coupon for Special Low Price on This Model Scrap Book Assortment

17 Books Attractively Priced!

Join us in our September Scrap Book Campaign. Use the request coupon NOW! Find out how attractively priced this Model Scrap Book assortment is, and get other details of our campaign.

There are 17 Scrap Books in this assortment as follows:

WEIS LOOSE LEAF SCRAP BOOKS: One Each of five popular sizes—Nos. 109, 110, 111, 112, 113; 7x10, 9x11, 11x9, 12x16 and 16x12 respectively.

WEIS WOOD BACK SCRAP BOOKS: Four Each of three popular sizes—Nos. 101, 103, 105; 10x8, 12½x10 and 14½x10½ respectively.

Loose Leaf styles have covers of heavy binder board, covered with durable black cloth. The binding edges are of wood to insure perfect alignment of contents. "Keepshape" tubular expansion posts. 100 pages fine white drawing paper. Packed one to a carton.

Wood Back styles are bound in green Vellum de Luxe, stamped on back and sides. All leaves glued and riveted into grooves in the non-breakable wooden backs. Each book contains 144 pages of fine quality white paper. Packed two to a carton.

Mail the coupon now! If you are located in a large city and desire more than one model assortment, please indicate on coupon.

Weis

The Weis Manufacturing Co.
162 Union St.
Monroe, Mich.

I'll join you in your September Scrap Book Campaign if your offer is satisfactory. Send full details and special price on Model Assortment as described.

Dealer .....

Street .....

City ..... State .....

(If you can handle more than one assortment, please indicate number here) .....

Mail Coupon Now →

MILES AWAY . . . *but completely in touch with all the vital facts*

These remarkable machines give you a true statement of your business every day

MODERN accounting methods are making it easier for men to get their noses away from the business grindstone. The busy executive or head of a company can now leave his desk for a few days, and wherever he goes receive every day an accurate report of the facts and figures in every department.

Through the use of Elliott-Fisher accounting-writing equipment subordinates can place in the mail every night, records of sales, production, inventories, shipments, accounts receivable and payable, cash balance and other vital facts. All posted to the minute. All presenting a true and complete picture of the activities at plant or office.

Without adding a man to the payroll, Elliott-Fisher machines reduce the most complex accounting operations into a system of incredible simplicity and accuracy. They gather all the details together and focus them in reports that can be grasped at a glance. No matter what system you use, the Elliott-Fisher will readily fit into it and simplify it.

The story is as simple as the Elliott-Fisher method. Let us give you all the facts. Your name and address on the coupon below will bring our representative, who will quickly demonstrate how Elliott-Fisher will improve your business control.

Elliott-Fisher

FLAT SURFACE ACCOUNTING-WRITING MACHINES

Product of

General Office Equipment Corporation

342 Madison Avenue, New York

OTHER PRODUCTS: SUNDSTRAND ADDING-FIGURING MACHINES

General Office Equipment Corporation
342 Madison Avenue, New York City

Gentlemen: Kindly tell me how Elliott-Fisher can give me closer control of my business.

Name_____

Address_____

LYON

Steel Shelving . . . Lockers . . . Cabinets . . . Counters . . . Steelart Folding Tables and Chairs . . . General Steel Storage Equipment and Steel Furniture. The Lyon name and trade mark attest the strength, finish, usefulness and durability of Lyon Steel Products

When you sell Lyon Steel Cabinets you sell Protected storage to your customers. An example is Desk-hi which holds, under lock and key, the records an executive needs at his finger tips. Won-dor—as shown—provides generous storage space for office supplies on a small floor area and can be furnished, too, equipped as wardrobe. There's a broad line, all useful, all of fine design, all beautifully finished in a choice of walnut, mahogany, oak, ivory gray, white, or dark green. Write for sales information.

LYON METAL PRODUCTS, INCORPORATED, AURORA, ILLINOIS

Successor to:

DURAND STEEL LOCKER CO. *Chicago Heights, Ill.*

LYON METALLIC MFG. CO. *Aurora, Ill.*

STEEL CABINETS

LYON STEEL PRODUCTS

Some Exhibits at July Chicago Market

Exhibitors at the July furniture market in Chicago included a number of manufacturers of office furniture. These were housed in the American Furniture Mart, 666 Lake Shore drive, all but one manufacturer occupying space in the main building. The Milwaukee Chair Company occupies a large space on the twenty-first floor in the tower.

Aladdin Manufacturing Company, Muncie, Ind.—Space 941. The company showed office and household lamps. E. H. Morey was in charge.

Chicago Mirror & Art Glass Company, Chicago, Ill.—Space 724. An extensive array of mirrors for office and home was shown, including a number of striking conceptions in the Moderné style. Unusual shapes, with brilliant coloring of the molding, give distinction to these mirrors. Byron J. Roland, designer of the line, met the trade at the Furniture Mart.

Crocker Chair Company, Sheboygan, Wis.—Space 1424. The household line of chairs was displayed. Commercial furniture dealers were shown photographs of the office lines. G. A. Reiman was in charge.

Franklin Manufacturing Company, Franklin, Ind.—Space 827. This company markets in conjunction with the Byron Desk Company, and Manufacturing Associates. The two desk lines afford a complete range of low and moderate priced desks. H. H. Voland represented the various interests displaying in this space.

Heywood-Wakefield, Gardner, Mass.—Space 326. Office chairs were shown in conjunction with the company's very complete lines of household chairs. Innovations in this line were chairs with square backs, and chairs with turned legs to harmonize with period desks and tables. Colored upholstery was shown on many items, and certain chairs include Nachman spring cushions. Overstuffed chairs with leather upholstery were shown. Tuftless chair cushions are an indication of the trend in chair upholstery. Certain of the Heywood-Wakefield office chairs are used extensively in shoe stores, and the company now makes a chair for shoe fitters which harmonizes with the office chairs furnished for customers. Raymond S. Reed, advertising manager, was present part of the market period.

Lyon Metal Products, Inc., Aurora, Ill.—Space 620. "Steelart" tables were shown by A. G. Wilson. An important addition to this line is the "B" series, which includes folding chairs, with six different finishes of upholstery on tables and chairs. This new series is an important contribution to modern advancement in steel furniture construction.

Milwaukee Chair Company, Milwaukee, Wis.—Space 2148. This is the headquarters of A. H. Harcq, sales manager. The company's "Anatomical Comfort" chair attracted much interest and visiting dealers were greatly impressed with its possibilities, and the powerful appeal for comfortable seating for routine workers in the office. The company's established lines of office chairs were shown in extended array.

Mutschler Brothers Company, Nappanee, Ind.—Space 1017. Dealers interested in office items had access to complete photographic files of "Samson" office tables. The household line was shown in its entirely. Carlisle A. Mutschler and R. C. Chapman were in charge of the exhibit.

Nufold Furniture Company, 666 Lake Shore drive, Chicago, Ill.—Space 1644. A complete line of steel folding chairs, side and arm types, and tables, was on display. These chairs are set up and knocked down for storage by the use of but one hand. The line has a range from handsomely decorated and upholstered chairs to a simple camp chair, which can be retailed at a very moderate price. The

Sell Tables

this New Way

Make bigger profits on a smaller investment

Now you, too, can make real money selling tables. Designed especially for live dealers in office appliances, the new, simple St. Johns marketing plan has been eagerly seized upon. Only a trifling investment required for a mere sample display. We make instant deliveries from our own stocks, shipping direct to your customer if desired.

The demand for office tables on the part of your trade may not justify you in carrying your own warehouse stock. At the same time you cannot afford to send these customers to a competitor.

Sell them yourself, with our co-operation. Write us at once for full particulars of the St. Johns plan. Don't miss this opportunity.

St. Johns Business tables are made in 5-ply Mahogany; 5-ply Walnut; Oak, 5-ply quartered or plain; first quality quartered Gum, Mahogany finish and Northern Gray Elm. Several standard sizes with linoleum tops. The under top construction and mitre-joint plank edge are exceptionally strong. Dovetail drawers with 3-ply bottoms. Shipped K. D. with bolt construction.

St. Johns Tables

ST. JOHNS TABLE CO.
Cadillac Michigan

Not merely beautiful— but a money-builder

And here's why: the Sheaffer desk fountain-pen set is designed to speed up longhand writing to the highest possible pitch. Originated by Sheaffer, this greatest office convenience of the last fifty years has been Sheaffer perfected.

1. Its ratchet-lock universal socket snaps into writing position and holds the pen firm at an angle of 45°—the correct angle for easy pen pick-up.

2. This socket will fold down or whirl about *when desired.* But it stays wherever it is put. No lost motion from fumbling for a receiver that rolls loosely around.

3. No spring device is needed to hold a Sheaffer pen in the socket. When the pen is lifted it releases easily and instantly, without friction or binding. Time saved—and spluttering avoided!

4. The socket is practically air-tight when the pen is inserted. Thus the pen is ever moist at the nib and in instant writing order.

5. Only Sheaffer desk-sets may carry the famous Lifetime° pens, guaranteed unconditionally for a lifetime. These pens, in themselves, bring truest economy of lessened cost per year of service. There are no repair charges ever.

6. Every Sheaffer desk-set, like all Sheaffer products, is guaranteed forever against defects.

7. Every Sheaffer pen is balanced to the hand. Weight is properly distributed, size and length are proportioned to make writing as effortless as possible.

8. And here's an advantage that is uniquely Sheaffer's: every Lifetime desk fountain-pen will not merely respond to LIGHTEST TOUCH, it will make three clear carbon copies of your letters, notes and other confidential matters! And the carbon copy habit is worth having.

That Sheaffer desk fountain-pen sets are the most beautiful desk ornaments goes without saying. The evidence is out for everyone to see. But it is also their sheer writing efficiency that has made them the largest selling desk fountain-pen sets in America.

SHEAFFER'S
PENS · PENCILS · SKRIP
W. A. SHEAFFER PEN COMPANY · FORT MADISON, IOWA, U. S. A.

°Reg. U. S. Pat. Off.

Identify the Lifetime pen by this white dot.

Who is a desk-set prospect? Everyone!

The problem of combining beauty and utility in merchandise is perfectly solved by Sheaffer desk fountain-pens. Men buy them because they are proved time and money savers; women, because they are distinctive and beautiful ornament for their own desks as well as their husbands'. Employers give them as rewards; employes, as gifts of gratitude. They are appropriate at every season; on every occasion. Their appeal is universal. And their values sell at a price that makes impressive records for salespeople and generous profits for wise dealers.

Jet Gloss Lifetime Desk Fountain-pen Set, $10

Special Lifetime® Desk Fountain-pen Set, illustrated above, $75. Regular Lifetime pen, $8.75

Lifetime Desk Fountain-pen Sets, $10 up. Others as low as $5

At better stores everywhere

Blue Cap Leads 15 cents

SHEAFFER'S

PENS · PENCILS · SKRIP

W. A. SHEAFFER PEN COMPANY · FORT MADISON, IOWA, U. S. A.
New York · · Chicago · · San Francisco
W. A. Sheaffer Pen Co. of Canada, Ltd. · Toronto, Ont.—60-62 Front St., W.
Wellington, N. Z. · Sydney, Australia · London—199 Regent St.

® Reg. U. S. Pat. Off.

The CAVALIER

LIVELY—piquant—correctly styled—the CAVALIER SUITE, by Leopold, charmingly reflects the Spanish motif characteristic of the Sixteenth and Seventeenth Centuries. CAVALIER carries with it all that freshness and vivacity of outline and proportions which is reviving modern preference for suites characteristic of the Spanish and Moorish periods. A showing on your floor will create much interest—and, of course, SALES!

Genuine Walnut. And most attractively priced.

by Leopold

company's sales office is in the American Furniture Mart building, and the displays are shown throughout the year. Norvin N. Holzmark is in charge of sales operations.

St. John's Table Company, Cadillac, Mich.—Space 1628. Both office and household lines occupied this space, where a large staff of salesmen operated, under the direction of H. M. Petrie, general manager. Some particularly attractive orders were closed during the July market.

Tell City Desk Company, Tell City, Ind.—Space 1124. The office line was represented by a comprehensive assortment of desks; chairs from the Tell City Chair Company's lines were on display also. A new desk for users of portable typewriters offers an attractive outlet for the furniture dealer, sharing the business of the portable typewriter dealer, who has heretofore been content to sell the typewriter only, instead of a complete home office outfit. J. H. O'Toole was in charge of this space.

Udell Works, Indianapolis, Ind.—Space 1029. Included with this company's extensive showing of household items were a variety of designs of sectional bookcases and spinnet desks. Mr. Morris had charge of the display.

Wil-Fre Company, 2501 Homer street, Chicago, Ill.—Space 724. This company's new desk for portable typewriter users affords accommodations for the home worker through the convenient housing of portable typewriters and stationery, all within a fine job of furniture in keeping with the spirit of home furnishings. Messrs. Sawyer and Williams directed the introduction of the home typewriter desk to visiting dealers.

Conference on Simplified Shipping Tags

Manufacturers of shipping tags held a preliminary conference at the Department of Commerce June 25, under the auspices of the division of simplified practice, Bureau of Standards, and considered a report that had been compiled from a survey of variety among manufacturers.

This conference concluded that further study of all phases of the situation, as revealed by the report, would be necessary before a tentative recommendation could be presented for final action. A committee was appointed to make this study, which will include nomenclature to clearly define stock, including thicknesses, sizes of tags and color of stock. George Schuster, representing the division of simplified practice, will assist this committee in making the study.

The personnel of the committee is as follows: O. L. Moore, Chairman, secretary, Tag Manufacturers' Association, Chicago; William R. Eastwood, The Reyburn Manufacturing Company, Philadelphia; E. B. Graupner, International Tag Company, Chicago; George M. Huey, Denney Tag Company, West Chester, Penna.; H. E. Reynolds, Dennison Manufacturing Company, Framingham, Mass.

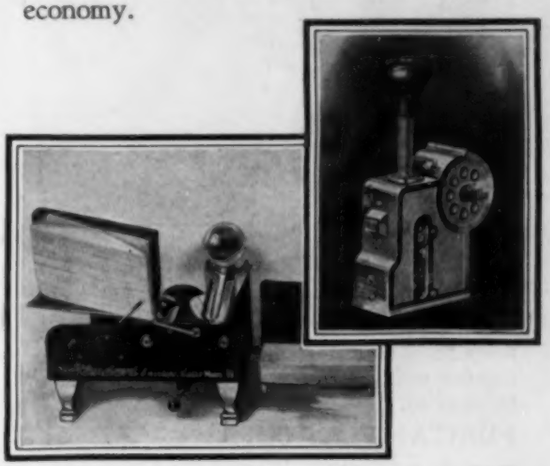
Veterans of Documentary Service Sought

The L. L. Brown Paper Company, Adams, Mass., has instituted a contest to locate old documents which have withstood extreme handling. This is open, without compensation, to all readers of Brown's Paper, the monthly house organ of the paper manufacturer. The company's watermark shows two dates: 1849, the date the mills were established, and the year the paper was made. Contestants state the character of the book or document, with a brief description of the degree of handling, daily, weekly, monthly or annually. Entries must be received at the office of the L. L. Brown Paper Company not later than December 31, 1928.

For the example showing the greatest endurance in paper a prize of $100 is offered. The second prize is $75.00; third, $50.00; fourth, $25.00; five awards of $10.00 each for the next best instances of endurance.

Saving Business Dollars

Every minute is precious in the business world of today. In thousands of progressive offices throughout the country, Standard Mailing Machines are *saving business dollars* by dispatching the outgoing mail with speed, efficiency and economy.



Standard Envelope Sealers

These simple, durable machines seal every envelope neatly and securely, and stack them conveniently in the end hopper. Various hand and motor driven models. No wicks, sprays or rollers. No adjustments or cleaning.

Standard Stamp Affixers

Affix stamps or labels neatly and securely, five times faster than by hand, counting them automatically. Roll of 500 stamps may be locked safely in the machine. Prevent loss and misuse of postage.

Send for folder

Modern Mailing Methods

Standard

MAILING MACHINES CO.

Agencies in Principal Cities—Service Extended Everywhere

Revere Boulevard Everett, Mass.

Puritan Cups

Invite Dealer Co-operation

Because they are nationally known and have been distributed by Stationers for more than thirty years as a profitable line to merchandise, coupled with the tremendous market waiting to be supplied.

PURITAN FLAT CUPS

are made in two styles, **Waxed** and **Unwaxed,** white in appearance, convenient to drink from and meet every requirement.

PURITAN ROUND CUPS

are faultlessly made, attractive, with a smooth rolled brim, delightful to drink from, absolutely safe and sanitary.

PURITAN DISPENSERS

are furnished in attractively designed metal containers for the Puritan Flat Cup and in nickel plated die cast fixtures for all of the standard sizes of the Puritan Round Cup.

PACKAGE GOODS

are supplied in Puritan Packs and Puritan Packages, attractively designed two color packages, that offer a simple and convenient form for Stationers' distribution.

Prices with free samples without obligation

THE AMERICAN PAPER GOODS COMPANY

KENSINGTON, CONN. . . . . CHICAGO, ILL.

SALES OFFICES: NEW YORK - BOSTON - SAN FRANCISCO

Salmagundi

Fifteen Years Ago

Dogdays in 1913, and the News and Features Which the August Issue of Office Appliances Offered to Divert Attention from the Heat

R. L. Winans, then with The Plew & Motter Company, Chicago, contributed "Breaking Into Loose Leaf."

"Seeds Planted Yesterday" was a narration by C. M. Lemperly, of The American Multigraph Sales Company, how the advance work by salesmen, often dating back three years, finally brought fruit.

An interview with W. J. Youmans, of The W. B. Carpenter Company, Cincinnati, Ohio, told of "Selecting and Training Employees."

"Detecting Anonymous Typewriting" explained how each typewriter has certain bits of individuality peculiar to itself. The task of the expert is to recognize the machine from a sample of its work—and the difficult matter is to find that machine.

Plans were being made for the sixteenth national business show to be held at Chicago September 8-13.

An illustrated account of the exploits of Percy Jones (Twinlock), London, England, told of the development of the loose leaf business in Britain.

T. A. Heyer, Chicago, had made two important contributions to the duplicating art. One was a clay composition for hektograph use, and the other a wax stencil for duplicating machines.

An article reprinted from the Chicago Tribune's "Workers' Magazine" repeated some good advice given by Thomas A. Edison to Edwin Barnes, Chicago distributor for the Edison dictating machine.

The Columbia Ribbon & Carbon Manufacturing Company had announced a new plan for distributing carbon paper.

An extended, illustrated article told of a business show held at Munich, Germany, June 13-20. Many American products were represented.

The Ad-Sell League, of South Bend, Ind., had made a display of office machines in connection with a dinner.

The new offices of the Art Metal Construction Company in the Woolworth building, New York, N. Y., were shown in detail.

Rest Periods for Office Machine Operators

Mention was made in "Is the Adding Machine a Frankenstein" on page 15 of the July issue of the practice of giving rest periods to operators of office machines. Management for June printed the following:

"A large New York insurance concern has found that operators of adding machines, typists and other employees handling machines, tire more rapidly and are under greater nerve strain than ordinary clerical help. Many cases of frayed nerves as a result of long hours of contact with the machines have been found.

"It has been found that the allowance of extra fifteen-minute rest periods has actually increased the amount of work accomplished by operators. These periods are allowed over the entire day, the operators laying off fifteen minutes in batches of fifty. During this time they are perfectly free to visit the rest room, lie down, or read.

"'Monotonous sounds often have tiring effects on women,' said the office manager of this concern; 'but even brief intervals of change enable them to accomplish more in the working period."

DUR-O-LITE "AMBER-JACK" for $1.00

The Amber-Jack

YOU fishermen who have whipped the blue waters of Florida and the sparkling Gulf, know the amber sheen and the brilliant, flashing amber stripes of this warrior who fights so gamely before you land him. An aristocrat of the deep, weighing as much as 100 pounds, worthy in his strength and grace and beauty to give his name to the equally handsome Dur-O-Lite Pencil—the incomparable Amber-Jack.

The most beautiful, precision-made pencil ever seen at the price—PLUS 7 FEATURES!

Amber-Jack—jacketed in burnished, tawny amber hues, tipped with gleaming nickel—a beauty to look at, a joy to use. And America is taking to it with the enthusiasm such a wonderful value deserves.

Just look at these features—all for a dollar, retail.

1. Push-N-Pull action, leads propel, repel, expel.
2. Loads at *either* end of the tip.
3. Unbreakable barrel of polished Dur-O-Lite.
4. Simple mechanism that won't clog.
5. Metal-to-metal action that won't jam.
6. Lead chamber *locked* when eraser cap is removed.
7. Jewel-like amber or other colors in eight- or ten-sided Dur-O-Lite barrels.

Never before has the trade been offered a seller like this. Precision-built, Push-N-Pull, leads held without jiggle, lead chamber locked, jamming prevented and above all, the beauty and sparkle of the amber finish.

Order an assortment now. Send for special free display offer, featuring the Amber-Jack. Write for particulars.

DUR-O-LITE PENCIL CO.
4541 Ravenswood Ave. Chicago, Ill.

Locked Lead Chamber

An exclusive feature — you *can't* spill the leads when you pull off the cap to erase!

Your Profits Increase
selling
PHOTO ALBUMS

vacation time is photo time

Points of Superiority

1. Opens perfectly flat, the leaves moving freely on the rings when the photographs have been mounted.
2. Ease with which leaves can be inserted, removed or transferred from one section of album to another.
3. Photographs can be mounted on both sides of the leaves without bulging the album.
4. Handsomely bound in Duraflex.
5. Leaves can be readily removed and laid on a flat surface for mounting photographs.
6. Two handy sizes—7 1-2 x 10 and 9 1-2 x 12 with either 1-2-inch or 1-inch rings.
7. Sheets are made of black Antique cover stock and reinforced at the binding edge with black tape.
8. Guaranteed to be mechanically perfect.

LOOSE I·P LEAF

New York *Kansas City* *Chicago*

Write us for window cards and Circular No. 245

The Watch and the Typewriter

Reprint of a Contribution by Otto E. Gathman in the Type Bar Bulletin (L. C. Smith & Corona Typewriters Inc.).

The general public has accepted the watch, and rightfully so, as a wonderful piece of mechanism. However, it might be interesting to make a few comparisons of our typewriter mechanism with that of a watch. The average watch ticks five times a second. During a period of a minute the fastest moving revolving wheel in the mechanism makes but only one complete revolution. Our L. C. Smith or Corona typewriter makes 300 type impressions per minute when an operator writes at approximately sixty words per minute. When these 300 strokes per minute are made the following takes place: The escapement wheel revolves twenty-five times, during which the wheel stops and starts 300 times. The escapement body and universal bar move back and forth 600 times, covering a distance of about seventy-five inches. The escapement stepping dog moves back and forth 600 times, and if the distance of travel were carried in one direction it would, at the end of one minute, be stepping away at the rate of sixty-six inches. The ribbon spool revolves about 3½ times and each spool stops and starts 300 times. The ribbon vibrator moves up and down 300 times each, carrying the ribbon carrier with the ribbon one-fourth inch with each stroke. The ribbon, if the total distance of travel were continued upward, would be 150 inches above the typewriter at the end of one minute. The type bar moves up 300 times and down 300 times. The type end makes an arc of about ten inches, and travels approximately 300 inches per 300 impressions. The total amount of travel accomplished by the key lever each 300 complete strokes is about 375 inches. If we were to multiply the foregoing by the number of minutes it takes a typewriter to write a full page we would be amazed at the total distance traveled by some of the parts. Back of all these typewriter functions is the operator, who may be likened to the mainspring of the watch. She is the driving force of the typewriter. The L. C. Smith with its ball bearing construction at all vital points reduces the resistance to the operator's fingers. It is interesting to note that during one minute of operation, or 300 strokes, the carriage travels thirty inches on ball bearings, each of which revolve forty times. The typebar which moves up and down is carried on fifteen ball bearings. The total revolutions of these ball bearings which occur during 300 strokes amount to the amazing number of 9,270. The total distance of the fifteen ball bearings if continued in one direction would be about 1,810 inches from the typebar at the end of one minute.

Eighteen Happy Heirs

An unusual conception of the value of the portable typewriter is reported in the Type Bar Bulletin (L. C. Smith & Corona Typewriters Inc.). The will of Mrs. C. M. Yocum, Wooster, Ohio, provided that the executor give to each of eighteen of her young friends a portable typewriter. The estate represented about $500,000, and the small fraction of its inventory devoted to the purchase of portable typewriters probably brought more happiness than the distribution of the remainder of the estate.

Now She Knows

Los Angeles Times] A press agent was showing some visitors through a Hollywood studio when a fair member of the party spied a Comptometer.

"O, please tell me what is that?"

"That," replied the press agent to cover up his ignorance, "that is the water cooling system for Elinor Glyn's typewriter."

OPPORTUNITY

—the word means an open door—that's the way to look at the great national Ti-con-der-oga advertising campaigns—a door opening on larger pencil sales at greater profits—will you walk through it with

DIXON'S

TI-CON-DER-OGA

America's favorite five-cent pencil

Pencil Sales Dept. 98-J

JOSEPH DIXON CRUCIBLE COMPANY

JERSEY CITY, N. J.

In the Front

Posture chairs are springing up here and there, awakening public interest anew and helping the sale of every line, but—

In selecting a line of posture chairs, note particularly that the UHL "Postur-Chair" pioneered the way in steel chairs of this kind. And UHL chairs were offered only after years of investigation and research.

UHL "Postur-Chairs" were first in the field and are preeminent in excellence of design, durability and volume of sale through the dealer. With the growing importance of posture chairs, make sure you have a line you can stand behind. Why not be in the front with other UHL dealers?

The
Toledo Metal Furniture Co.
1410 Hastings Street
TOLEDO, OHIO

UHL

Train Salesmen or Hire Them

The Policy Holders Service Bureau of the Metropolitan Life Insurance Company, New York, N. Y., has issued the eleventh of its series on "Business Organization."

The booklet, "Functions of the Sales Manager," a compilation of opinions on the subject, points out that no general agreement exists as to what constitutes the functions of that official in the present-day organization. From the material contributed to the report by leading business organizations through the country, however, a basic classification of duties from a practical standpoint has been drawn up. The selection of salesmen, their training, methods of compensation, sales promotion, sales direction, sales research, advertising and service are described in detail in their relations to the functions of the sales manager.

Six manufacturing organizations contributed to this study, including the Elliott-Fisher Company, The National Cash Register Company and the Dennison Manufacturing Company.

The report is illustrated with sales organization charts of a number of companies and with salesmen's forms and blanks. Copies may be secured from the Policy Holders Service Bureau on request.

"The State Journal Nominates . . ."

The Wisconsin State Journal, Madison, Wis., has a weekly editorial feature, "We Nominate for the Hall of Fame." This prints important achievements of Madisonians in business, civics and the arts and sciences. A July editorial said this about R. N. Fellows, general sales manager of the Addressograph Company:

"Because he is a Madison boy who made good in big business; because he received much of his education in Madison schools; because as an advertising executive his ideas are much sought after; because he is well known as a public speaker, and because in 1924 he was honored at the meeting of the Associated Advertising Clubs of the World at London."

Quips About Advertising

Class & Industrial Marketing has a topical page, "the second guess." Two advertisers in the office equipment and stationery field were noted in a recent issue.

* * *

"The makers of Carter's inks are now offering the Carter pen. Possibly on the theory that with the equipment as well as the fluid, it won't be such a long time between inks."

* * *

"The Sikes Company is featuring office chairs that create 'the perfect posture.' The catch in that is that in the average office too many people would pause to admire posture instead of performance."

Stenography Cuts Transatlantic Costs

During the celebration of the fortieth anniversary of Gregg shorthand, an experiment in transatlantic radio was made. Messages written in shorthand were exchanged between New York and Liverpool, spanning 3,000 miles. The test made was significant in showing how costs of such service can be cut through transmitting pages of shorthand symbols rather than printed pages. The service charge for this transmission is based on the area of the photograph transmitted. Matter sent in shorthand saves sixty per cent of the area transmitted, with a very considerable saving in cost.

Bounty Chaser

Salesman (rushing excitedly to police station): I've just killed a purchasing agent.

Police Sergeant—You's come to the wrong place. You have to go to the county clerk's office to get the bounty.—The Honolulu Item (Mercantile Printing Co., Ltd.).

DESKS

of Steel

They are the items to push now—the idea to sow in August for the after-vacation sales harvest. Only thirty days more, and then the national hue and cry will be, "Back to the desks!"

And Security offers such a practical assortment of them—desks and tables that will intrigue the fancy of the most discriminating—values that will command the attention of the most apathetic of purchasing agents.

With Security desks and tables on display—*and for quick delivery*—business offices preparing for staff increases—what a wealth of opportunity for the *closing days* of summer!

Write for descriptive literature

Security STEEL

STEEL EQUIPMENT CORPORATION

AVENEL, NEW JERSEY

NEW YORK PHILADELPHIA NEWARK BOSTON NEW HAVEN CHICAGO PITTSBURGH

Now —

Black and Gold for Bigger Sales

The new black and gold Conklin Enduras will put new life into your pen and pencil sales. Here is the outstanding color combination of the year. The pens $6 and $8. The pencils $3.50 and $4. Covered by the Conklin Endura guarantee.

Another suggestion—a lot of people in your market will be interested in the comprehensive line of Conklin desk sets selling at $5 and $10. All colors—beautiful effects.

Every pencil user needs leads. Put Conklin leads where they can see them.

THE CONKLIN PEN COMPANY

Toledo, Ohio

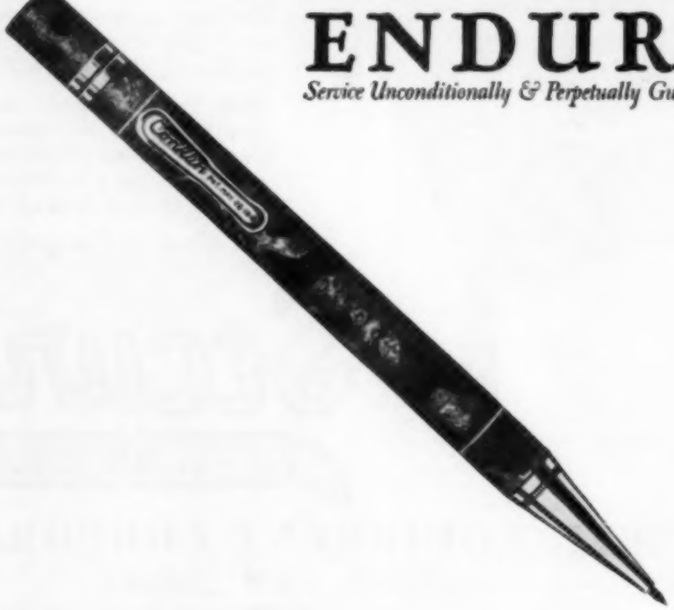
New York Chicago San Francisco

A rich beauty never before achieved in a pen or pencil.

Conklin

ENDURA

Service Unconditionally & Perpetually Guaranteed



The most distinguished writing instrument in today's market

Manufacturing Stationers Win Sailing Prizes

The yacht "Kayoshk II" won in the yawl class over twenty-five feet, in the July 4 regatta held at Chicago. She is owned by George E. Fox, of Geo. E. Fox & Company, and sailed by him. This regatta was conducted by the Jackson Park Yacht Club, with the start and finish off Navy Pier. The course was ten miles, over a quadrilateral course, which required the competing yachts to show their best sailing points under every condition of weather. Yachts under twenty feet length sailed a triangular course of four miles.

The "Kayoshk II" won first prize in the Chicago Daily News regatta July 7. She led the large Seawanhka yawls over the finish line. Skipper Fox and his lively crew handled "Kayoshk" smartly and made a fine showing on the course.

In the same regatta "Fortune," owned by Wm. G. D. Orr, of the A. B. Dick Company, won first in the large universal schooner class. This is Commodore Orr's second year with "Fortune," and the other schooners in her class have a keen contender for honors this season. "Fortune" was brought to fresh water from the Atlantic coast last year, and the auxiliary motor installed by the original owner was a psychopathic type. If refused to "mote." Just before she was laid up last fall Commodore Orr hoisted the motor from its bed and dropped it overbroad. In the ordinary course a discarded motor is passed along to some other yachtsman who could put it to use. The skipper of "Fortune" declined to wish any hard luck on any other sailor, so he donated the motor to the fish and seaweeds. This season "Fortune" has a real motor, which, however, doesn't figure in any races.

The Daily News regatta, the only sporting event of this type sponsored by a Chicago newspaper, is organized and conducted by S. S. Bell, yachting editor of the News. "Salty" takes great pride in the big following his annual event secures, and hangs up a noble array of prizes for every class.

Many Exports Gained in 1928

Seventeen major lines of American exports showed gains the first three months of 1928 as compared to the same period in 1927. Total values in two-thirds of these items were greater despite a somewhat lower level of prices. The lines showing increases included office appliances, most of the petroleum products, refined copper, automobiles, agricultural machinery and implements, electrical machinery and apparatus, industrial machinery, printing machinery, lumber, cotton cloth, leather, chemicals, wheat flour, canned fruit, condensed, evaporated and powdered milk, and lard.

Adding, accounting and calculating machines showed an increase of forty-four per cent. Metal filing cases increased seventy-eight per cent over the first three months of 1927.

Stationery Trade Mark Applications in Argentina

Commerce Reports] Applications have been filed in Argentina for the registration of the following trade marks. The time for registering protests by present users of these marks, if any, has expired.

Broadway—To cover supplies and materials for printing houses, bookshops, stationers and bookbinders; cardboard, workshop and classroom materials. (Applicant, Hugetz).

Shamrock—To cover supplies and materials for printing houses, bookshops, stationers and bookbinders; workshop and office materials.

It is discouraging when the best years of one's life have been spent in the accumulation of riches to find out that money is sometimes only another kind of trouble after all.—Office Topics (Baker Printing Company).

hints ON SELLING FILING SUPPLIES NO. 3

Dull months are *opportunity months!*

NOW is the time to *get* business as well as to *go after it*. Leave the alibi "there isn't any business in summer" to console your competitor and while he is asleep at the switch, go out and *create* business.

Summer is the only season in which many large offices have time to give thought to their files. Many large lists are worked over only in the summer because they are in use all of the winter months. It's easier to sell a new index now!

August is your opportunity. Get our booklet about Natural System for Card Indexing and study it. Then concentrate on mailing lists. If you increase your volume this summer, you will go over your quota in December. Try out this suggestion and August will be your banner month.

To *Sell* More, *Think* More!

The WABASH CABINET Co.
WABASH, INDIANA

MAIL THIS COUPON

The Wabash Cabinet Co.
Wabash, Indiana *Date*_____*19*__

Please place my name on your list to receive new Sales Ideas, and tell me more about your plans to help increase Supplies sales.

*Name*_____

*Address*_____

*Firm*_____

HOOSIER DESKS

Complete—

The Hoosier factory is large. It is equipped with modern machinery. This machinery enables quantity production but on a quality basis. Every wooden part of every Hoosier Desk and table is produced in this factory. That's why the line has earned the right to the title—built true—clear thru. For agency information address—

HOOSIER DESK CO.

JASPER, INDIANA

Acme Card Systems New Home at Milwaukee

E. B. Gustorf, district manager at Milwaukee, Wis., for and Acme Card Systems Company, has moved his office from Room 906 First National Bank building to 341 Empire building. He is the oldest—and first—representative of the company, and has been manager in the Milwaukee district the past twelve years. Mr. Gustorf reports that business is splendid. As a specialty salesman of thirty odd years' experience he holds that there is no greater field for the persistent, enterprising and hard working salesman than the office appliance industry. He regrets the many years he called on storekeepers and small merchants representing manufacturers of cash registers, computing scales, gasoline storage tanks and other lines.

Mr. Gustorf is a breeder of cocker spaniels and is widely known among dog fanciers. He has a very unique home overlooking the Milwaukee river at 848 North Cambridge avenue. Externally it is a commodious power launch on land. Within it is a comfortable, roomy home with all modern conveniences, including a heating plant. This is his hobby, and he provides specifications and blue prints for the use of individuals who like his interpretation of a home at nominal cost. Mr. Gustorf is also prepared to furnish instructions to contractors and builders.

Faithorn's Wabash Avenue Store Opened

The branch store of the Faithorn Stationery Company, 511 South Wabash avenue, Chicago, Ill., was opened for business July 5. This embodies some unique features, offers a complete line of commercial and social stationery items, and is arranged so that the clerks can serve customers quickly and easily. Two deep show windows afford excellent display facilities, and attract the attention of foot traffic on the east side of Wabash avenue. An effective feature is high shelves in the windows, on which accessory displays can be placed, as well as advertising cut outs, window cards and other material furnished by manufacturers.

Within the store, on the right, are counters and wall cases. Toward the rear are bin counters, with merchandise exposed for handling and selection by customers. Reserve stocks are carried in drawers under the bins, enabling the clerks to handle any order, large or small, without leaving the presence of the customer.

On the left as one enters is a fountain pen and mechanical pencil case, displaying the products of prominent manufacturers in these lines. Immediately to the rear is the greeting card department. Samples are displayed for customer selection, with full stocks of every item in drawers beneath the display. The illumination is very effective. The greeting card display is beneath the balcony. Electric lamps, with reflectors, are set into the false bottom of the balcony, giving abundant illumination without glare. The lamps do not interfere with free headroom for customers.

The rear of the store is cut off by a display case devoted to the sales of inks, adhesives and other office and home necessities. The balcony serves to house the office facilities required by the Wabash avenue branch, and also provides desk and file space for L. A. Burr, the buyer.

An unusual effect has been obtained in finishing this store. Instead of depending on varnished veneers for woodwork, the latter is painted gray, with blue striping. This makes an attractive finish, which can be kept clean without much labor.

Ben Cobb, manager of the Wabash avenue store, has been in the stationery business of Chicago the past fifteen years. The general supervision of the store is carried by W. E. Barr, who has directed the Jackson street store several years.

Take one back with you . . . to school or college

Meet Today's Vogue of Color

With Parker Duofold's Five Flashing Colors

Every day sees color play a more important role in the sale of merchandise. Automobiles, typewriters, furniture, shingles, men's pajamas—the big demand today is for color in practically everything the public buys.

Parker started the color idea in Pens and Pencils—long before other products took it up. Other pen manufacturers have followed suit. But Parker's leadership is still unquestioned.

For the Parker Duofold line offers not one or two but FIVE colors—And every one a winner—Lacquer-red, Gorgeous Mandarin Yellow. Lapis Lazuli Blue, Beautiful Green Jade, all stylishly black-tipped; and the smooth, rich Black-and-Gold.

To keep your pen department in step with the modern trend, DISPLAY and FEATURE these colorful Parker Duofolds. Check over your stock now and be sure you have all the COLORS, all the SIZES, all the POINTS.

THE PARKER PEN COMPANY
Janesville, Wisconsin

The Permanent

Parker Duofold

OVER-SIZE $7

Duofold Pencils, $3, $3.50, $4

Lady or Junior Size, $5
Maximum Ink Capacity

AVOID
the summer slump in pen sales
CASH IN on the steady, YEAR-ROUND demand
for Parker Pens and Pencils

The advertisement at the left will appear in 4 colors in the August 25th issue of the Saturday Evening Post.

The one on the right in the July 28th issue—both on the INSIDE FRONT COVER.

The proverbial summer slump is no bugaboo to Parker Dealers.

For there's always a brisk demand for Parker Pens and Pencils during the warm weather months as at all other times.

Parker's Policy of Continuous, Year 'Round Advertising, inaugurated years ago, is the reason. Parker advertising keeps on creating quick turnover for dealers right through the summer without interruption.

Beautiful 4-color Parker ads, for example, will appear in the Saturday Evening Post during July and August—*on the inside front cover, where a Parker ad is seen every 4 weeks* throughout the year.

A sure way to improve summer sales and profits in your pen department is to DISPLAY, ADVERTISE and TALK Parker Pens and Pencils so you can cash in on the steady demand for Parker Products.

Write us for display material and other advertising helps.

Parker Duofold

THE PARKER PEN COMPANY, Janesville, Wisconsin

PRINTED IN U.S.A.

"Holly" Enters Business for Himself

Eaton, Crane & Pike, Inc., Pittsfield, Mass., announce the resignation of J. E. Hollwedel, better known to the trade as "Holly," to go into business for himself. "Holly" is said to be one of the best known salesmen in the stationery trade; and, in the New York district particularly, he has established an outstanding position for himself.

"Holly" started as a boy in the stationery business in 1903, first being connected with the old Hitchcock firm, and in 1905 going with Marcus Ward Company, where he was general assistant and served his apprenticeship in the factory of that papeterie house. He remained there until 1907. In 1908, at the time of the establishment of Eaton, Crane & Pike Company, he went with this concern as a junior salesman, covering the smaller buyers in New York City. He steadily increased his scope until he became senior salesman, and as such handled the most important accounts in the territory. In 1915 he achieved the position of New York district manager, in charge of New York state, including the metropolitan district, New Jersey and Connecticut. He became Eastern divisional manager in January, 1927, a position he has held until his resignation.

During all this period that he was with Eaton, Crane & Pike, Mr. Hollwedel worked under the direct supervision of C. C. Davis, executive vice-president. He never lost touch with the buyers in his territory, and continued to service the chief retail outlets of this territory, despite the fact that his intimate touch with the business brought him the appointment to a number of administrative committees.

"Holly" will go into business early this fall, by establishing a sales office in New York for four or five manufacturers of related but non-competing stationery lines who wish to take advantage of his knowledge and experience in selling the New York market. All items handled will be stationery accessories—merchandise which in 95 per cent of cases will be handled together.

An office will be established in New York, with central location, and a high class organization will be brought together, working under the supervision of Mr. Hollwedel. Under this new plan, he will continue to service the same accounts that he has dealt with on most friendly terms over a long period of years. His new quarters he desires to make not only the center of his extended selling operations, but also a meeting place and general sales service place for his many friends from out-of-town who visit New York.

On July 16, "Holly's" New York associates of Eaton, Crane & Pike Company gave him a farewell dinner, commemorating their years of pleasant mutual relationships, and wishing him success in his new venture. He takes with him, it is announced, the best wishes of the officers and directors of the Eaton, Crane & Pike Company for the utmost success in the realization of his amibition to enter business on his own account.

"Holly" spent the time up to August 1, at his camp at North Hero, Vt. He will be at his Brooklyn home, 700 Ocean avenue, until the opening of his new store.

Workman Company Takes Over Fanfold

The Workman Manufacturing Company, 1200 West Monroe street, Chicago, Ill., on July 1 assumed complete control, management and operation of the Fanfold Roll Paper Company, located at 5535 West Sixty-fifth street, Chicago. The Workman Company has been in the printing business in Chicago since 1902.

They are known for their "Worco" envelope blanks, as well as for a wide variety of printed forms, binders, books, etc., of almost every description. It is felt that the new arrangement will make for quicker and more efficient service.

ESTABLISHED 1878 INCORPORATED 1891

A. & W.
COLOR PRODUCTS

TYPEWRITER RIBBONS
TYPEWRITER - PEN & PENCIL
CARBON PAPERS

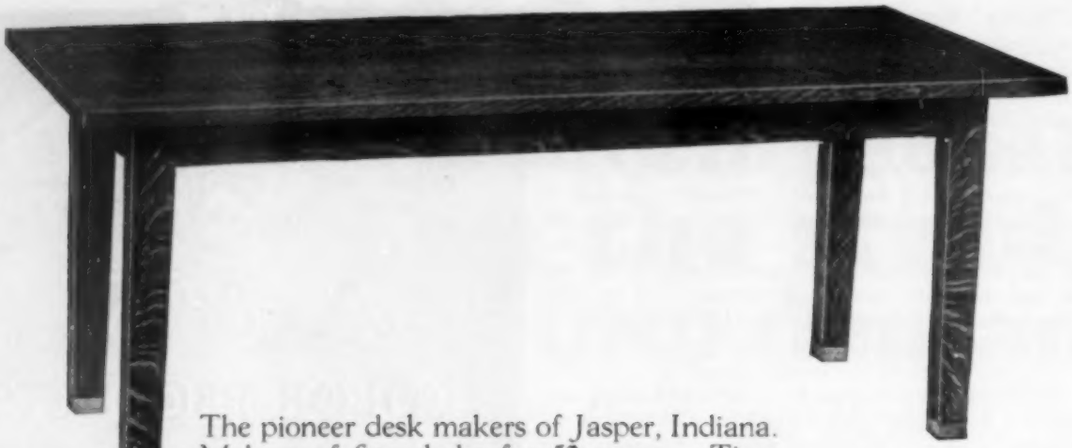
REFLEX
WRITING INKS - SHOW CARD COLORS
STAMPING & NUMBERING
MACHINE INKS

THESE ARE ALL COLOR PRODUCTS SOLD BY OFFICE SUPPLY DEALERS

The fact that our business has grown and developed largely, over a period of 48 years, is in itself first evidence that superior goods are produced, that they are sold at reasonable prices, and that satisfactory service to thousands has been rendered.

Grade for grade—price for price, there are no stationers' color products that surpass the A. & W. Line.

The AULT & WIBORG Company
CINCINNATI, OHIO
U.S.A.



The pioneer desk makers of Jasper, Indiana. Makers of fine desks for 52 years. Time tried and quality tested. Write for a copy of our new number 418 catalog.

No. 3024

Jasper Desk Company Jasper, Indiana

No. 502

No. 501

We are large enough to serve you---and on the basis of Service, Quality and Fair Dealing we hope to command our full share of business. We offer a service to you that will meet the most exacting requirements.

Jasper Chair Company, Jasper, Indiana

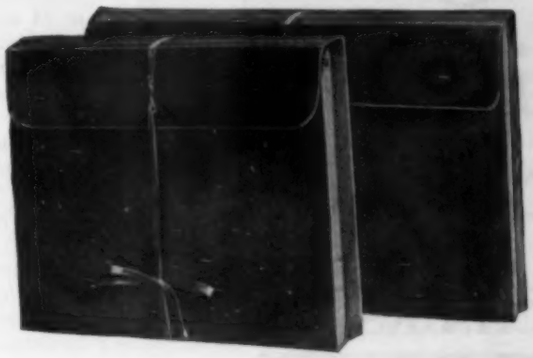
THE JASPER DESK CO. *and* JASPER CHAIR CO.

JASPER, INDIANA

THE JASPER DESK CO. JASPER, IND.

Desks and chairs can be purchased from us in pool cars, at carload discounts, lower freight rates and the assurance that goods arrive in first class condition, without damage. We solicit your inquiries.

Jasper



FiberstoK RED

Dealers—

Here is the *right* line of red rope school supplies for you to handle.

Splendid profits
Complete line
Immediate delivery

Most dealers concentrate on our FiberstoK line — that's why we are the largest red rope manufacturers in the world.

Buy Now!

National FiberstoK Envelope Co.

429-447 Moyer St., Philadelphia, Pa.

New York Office: 150 Nassau St.

5 out of 8 are live prospects for

MILWAUKEE CHAIRS

RICH MAN
~~POOR MAN~~
~~BEGGAR MAN~~
~~THIEF~~
DOCTOR
LAWYER
MERCHANT
CHIEF

HERE'S why every business man and every professional man is a live prospect for Milwaukee Chairs. Why every dealer can go out after this business with supreme confidence that he can meet every chair requirement. It's mighty impressive when you can show that Milwaukee Chairs are used by—

The U. S. Government
The Greatest Banks
The Largest Department Stores
The Largest Shoe Stores
The Largest Corporations

as well as by the individual business and professional man—large and small.

We are giving exclusive representation to dealers everywhere. A few important towns and cities are still open. Maybe yours. Get it! Write today. Be quick. Ask for catalog showing 180 models. Now's the time! Address

THE MILWAUKEE CHAIR COMPANY
Executive Offices: 666 Lake Shore Drive, Chicago

MILWAUKEE CHAIRS

New Orleans Office Equipment Men Put on Business Show

The Stationers Association of New Orleans held a business show of office equipment in that city during the period from July 10 to 14 inclusive. The entire eighth floor of the Canal Bank building was donated by the bank for this occasion. This bank, it may be stated, is the largest in the South, having total resources of $127,000,000 and deposits of $99,000,000.

Nineteen firms occupied booths, as follows: Burroughs Adding Machine Company, T. Fitzwilliam & Company, Ltd., Canal Bank & Trust Company, Perry & Buckley Company, Dameron-Pierson Company, Badeau, Inc., H. C. Parker Company, Inc., A. B. Dick agency, The American Multigraph Sales agency, Addressograph Company, Monroe Calculating Machine Company, Elliott Addressing Machine Company, Neostyle Company, E. F. Keplinger & Son, Hooven Automatic Typewriter Agency, Royal Typewriter Company, D. H. Holmes Company, Remington Rand Business Service, Inc., and International Time Recording Company.

The show was handled by George Reese, president of the Wilson Advertising Service, New Orleans. The committee in charge included J. D. Hanson, Perry & Buckley Company; Henry Badeau, Badeau, Inc.; H. C. Parker, H. C. Parker, Inc.; and Thomas Jones, Dameron-Pierson Company.

Lefax Mailing "Buyers' Data" Sheets to Dealers

Lefax (Inc.), Ninth and Sansom streets, Philadelphia, Penna., in a move calculated to simplify buying problems, is supplying stationers all over the country with Buyers' Data (Reg. U. S. Patent Office) on many of the leading items which they stock. This unique loose-leaf service is published on standard Lefax sheets (6¾ in. by 3¾ in.) with 6-hole punching. Many leading manufacturing stationers are coöperating by supplying data on their products.

The theory of this service is that, whereas the average advertising mailing piece generally goes into the wastebasket because of the impracticability of dealers' keeping all such literature which they receive, the Lefax Buyers' Data Sheets enables the recipient to keep a convenient file. They are said to afford the dealer with concentrated buying data in the most convenient form and to afford the manufacturer an opportunity to reach his logical prospects by direct mail in a way that minimizes waste and uncertainty. The sheets are classified, indexed, and numbered to facilitate easy filing.

First class postage is paid to insure prompt delivery of the sheets and to aid in keeping the mailing list correct. Mailings are made as often as enough sheets are secured to bear the cost of the service, it is said, and it is planned to reach eventually a regular monthly rate in mailing. Any stationer who desires to receive these sheets regularly may have his name placed on the permanent mailing list by writing the company. There is no charge.

Kwikstik Has New Gotham Representative

The Kwikstik Company, 3229 South Ashland avenue, Chicago, Ill., announces the appointment of Gerard D. White, 451 East One Hundred Eighty-second street, New York City, as representative for Greater New York. Mr. Gerard also represents the Imperial Methods Company of Forest Park, Ill.

Two New Rand Appointments

F. L. Pagitt has recently become manager of the typewriter division of Remington Rand at Springfield, Mo., succeeding H. C. Mosley, who has been transferred to the office at Little Rock, Ark.

The all-year-round "pay" Envelope

THE kind of clasp envelope that "pays" you for handling it is the kind that does a good job for your customers—the Improved Columbian Clasp.

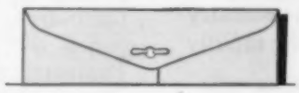
It carries their catalogs and booklets safely. It wraps small over-the-counter deliveries. It acts as a file for papers. It is useful to the housewife. It is a sure reorder item for you, and customers pay its price cheerfully. In truth it is the "envelope of a thousand uses."

When you carry the Improved Columbian Clasp you have a complete line. No need to stock any other clasp. You can get it right from your paper merchant's stock, in 32 convenient sizes—and quickly. Or write us for the name of a nearby distributor.

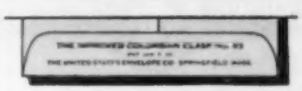
The Improved Columbian Clasp is made from stock that combines good appearance with toughness and resistance to soiling. Seams are gummed to stay. The clasp is flexible—stands many bendings. It is firmly anchored at four points through double thickness of paper. It always lines up with the flap punch.

The stock of the Improved Columbian Clasp prints well. Its pleasing buff color makes the perfect background for any design or color work. It harmonizes perfectly with any contents.

This envelope is advertised constantly in publications read by large users of catalog and booklet envelopes. Your customers know it by name. They buy it without further introduction.



The Improved Columbian Clasp—the standard catalog envelope. Pleasing to the eye, yet made of tough and hard-to-tear paper. Flexible clasp bends without breaking, always lines up with flap punch—and is firmly anchored at four points in a double thickness of paper. The name—Improved Columbian Clasp—and the size number are always printed on the lower flap.



UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

SPRINGFIELD, MASSACHUSETTS

With thirteen manufacturing division covering the country

Improved COLUMBIAN CLASP ENVELOPES

A Really Good Desk That Meets All Requirements

for

Beauty, Utility and Price

THE new Jamestown Metal Desk Company's 1000 line desks, have in a short time won the favor of many leading business concerns. So great has been the demand that it has been necessary to enlarge the plant to handle the rapidly mounting production.

Promoting office efficiency and possessing all the advantages of metal office equipment, this line appeals equally to large and small users and it will increase the attractiveness of general offices as well as the finest executive offices.

Beautifully finished in mahogany, walnut or pleasing green—fitted with attractive hardware — with insulated, sound-proof panels and maintaining the well known Jamestown Metal Desk standards of construction, this line offers marvelous opportunities to expand your desk sales.

Write for complete details. Several exclusive territories still available. Act quickly.

JAMESTOWN METAL DESK CO

JAMESTOWN METAL DESK COMPANY, Inc.
JAMESTOWN, NEW YORK

Plymouth Desk Company Has New Quarters

The Plymouth Desk Company, for many years located at 93 Grand street, New York, N. Y., and owned by C. H. Mutchmore, recently moved to their new store at 429 Broadway. J. H. Mulvaney has become manager of the store.

Mr. Mulvaney has been connected with the furniture business for some forty or fifty years. He began his career with John N. Tufts, Jr., who was the agent for the Derby roll top desk. He was with Mr. Tufts for about twenty years, later connecting himself with George W. Cobb, Jr., forming a firm known now as Cobb-Macey Dohme, Inc. He then connected himself with the Somerville Desk Company, following which he went with the Indianapolis Cabinet Company. For the past sixteen years he has been located with the Globe-Wernicke Company in New York City.

Best wishes go to the organization in the new location.

Hershey Announces Export Representations

Maxim Hershey, export manager for manufacturers in the office equipment field, announces the following list of concerns, with their respective products, for which he has exclusive export representation: The Multistamp Company, Norfolk, Va., makers of "Multistamp" duplicating machines; Queen Ribbon & Carbon Company, New York, N. Y., makers of "Queen" and "Regina" carbons and ribbons for various kinds of machines; Rainbow Pen Company, North Bergen, N. J., makers of a combination pen-pencil and pens; Speed Key Manufacturing Company, Brooklyn, N. Y., makers of "Master" typewriter speed keys and "Quiet" typewriter noise shock absorbers; Safe Seal Manufacturing Company, Hartford, Conn., makers of "Safe Seal" electrical sealing machines for loose packages; Marsh Stencil Machine Company, Belleville, Ill., makers of "Marsh" stencil making machines for business firms; L. Hoffman, New York, N. Y., makers of desk pads and filing cabinets; Luna Tin Manufacturing Company, New York, N. Y., makers of steel files, cash boxes, and card index files; Automatic Adding Machine Company, New York, N. Y., makers of "Golden Gem" portable adding machines; Star Paper Fastener Company, New York, N. Y., makers of "Star" stapling machines; and Raisengraver Machine Company, New York, N. Y., makers of raised print machines.

Two Eaton, Crane & Pike Advancements

Edward Cahill, who has been connected with Eaton, Crane & Pike, Inc., Pittsfield, Mass., has been made manager, it was recently announced, of the district office of New York City. Mr. Cahill started with the company at the factory in Pittsfield, and in 1914 was made assistant to W. E. Hallwedel, then manager of the New York office. For the past year and a half Mr. Cahill has been in charge of the salesmen in the New York district. Mr. Cahill announces that he will continue the same policies as have been followed in the past.

E. H. Salmon will now act as assistant manager of the district, working under Mr. Cahill. Mr. Salmon started in 1912 as a salesman with the company. In 1925 he was made manager of the Cleveland office, and in January, 1928, was transferred to New York City, where he has been office manager.

Laermans and Melind Visit in Portland

The Stamp Fraternity of Portland, Ore., during June enjoyed a visit by Mr. Laermans of the Superior Type Company, as well as by Roy Melind, of the Louis Melind Company, and Mrs. Roy Melind. Mrs. Melind was taken ill and was forced to go to a sanitarium in Portland, but has now recuperated and rejoined her husband.

Patent No. 1660648
Foreign Patent
Pending

Every Typewriter Service Call is an opportunity for

LIN-MAY

Anchor-Silencer-Shock Absorber

Securely attached in a jiffy.

Typewriter cannot fall yet is easily moved for cleaning or adjustment.

Machines interchangeable on the desk.

Typewriter can be turned for comfort or better light and still be safely held.

This profitable specialty is the simplest, most effective device for the purpose. It makes the typist's work easier and more productive, pleases the Boss, gives you added prestige and neat profit. An intelligent demonstration is a sure sale. Retails at $4.00. Send for proposition and sample. Use the coupon. The LIN-MAY Co., 111 W. Jackson Blvd., Chicago.

A base of permanent resiliency.

LIN-MAY: Send me dealer proposition. Send sample set for ..... typewriter Check enclosed. Send C. O. D. parcels post.

Name .....

Address .....

ALL POPULAR STYLES

Even in cuspidors, styles change. New buildings, offices, stores and factories want cuspidors that fit in with the general scheme. Ireland and Matthews Quality Cuspidors have kept hand in hand with the demand. All popular styles are in stock, ready for quick shipment. Prices were never more favorable.

The IRELAND and MATTHEWS MFG. CO DETROIT

1500 BEARD AVENUE

"Idea" Meeting for Johnson Chair

Dealers of the Johnson Chair Company, Chicago, will gather at a sales "idea" convention to be held at the factory, probably during the week of August 5. Johnson dealers, their sales managers and salesmen from all over the United States will attend. During the two days that the convention will be in session, the sales and advertising problems confronting the office furniture retailer will be considered.

Some of the best known merchandising counsel in the United States has been recently added to the sales staff of the Johnson Chair Company to help dealers and their sales organizations keep selling on a specialty basis. This is the keynote particularly of the Johnson "Pos-Chair" campaign recently announced. No expense has been spared by the company in providing material and training so that retail salesmen are fully equipped with information about the exclusive features of "Pos-Chair" that make it an office tool and not merely a staple commodity to be bartered for on a price basis.

The officials of the Johnson Chair Company believe there is more of an obligation today than ever before on the part of the manufacturer to help retailers make their salesmen efficient. Good salesmen are good primarily because they know completely the product they sell. The retail salesman of office equipment who possesses only a smattering of information about the product he is attempting to sell is soon reduced to a discussion of price with his customer. The effort of the Johnson Chair Company's representatives in the current "Pos-Chair" campaign is to equip every salesman in a retailer's organization with a selling manual and sufficient knowledge of "Pos-Chair" to make a thorough and intelligent demonstration before any office equipment buyer.

Not only dealers, but salesmen also are quickly falling in with the plan. It is obvious to a salesman that this specialty training makes him not only a good salesman on "Pos-Chair" but improves his method of selling everything else. Dealers, of course, are delighted with this idea of training retail organizations because it stabilizes profit margin by taking selling off a price basis.

Scores of dealers in the larger towns are assigning men exclusively to "Pos-Chair." The Johnson Chair Company feels an obligation to train these men to organize successfully a selling plan that fits the conditions in each city. The "idea" meeting therefore will take the shape of a clinic of selling and merchandising ideas for "Pos-Chair" dealers.

Leaflet on Postage Rates Issued by Hanson Brothers' Scale Company

A neat, four-page leaflet recently issued by the Hanson Brothers' Scale Company, Chicago, contains in a condensed form a digest of all the postage rates that the average user of the mails needs to know. The new general postage rates that went into effect July 1, 1928, and the new air mail rates, effective August 1, 1928, are included in the leaflet, making it a very present help in dispelling the confusion that usually follows changes in rates.

Increased Sales on American "Visible" Machines

The American Numbering Machine Company, Brooklyn, New York, report during the first six months of 1928 an increased sale of approximately 33⅓ per cent on their "visible" models 41, 21, 71, and 81. This represents the largest sales for any like period during the history of the company. Unfilled orders on hand July 1 also seem to indicate that the entire year of 1928 will be a banner year for this company.

Van Dorn

MASTERCRAFTSMANSHIP IN STEEL

announces the 4300 line of
GENERAL OFFICE DESKS

This new line includes nineteen styles and sizes designed to meet every need of the modern office. Van Dorn steel desks are of the same high quality that identifies the entire Van Dorn line.

The finishes are of olive green enamel, or mahogany and walnut, which are exact reproductions of the choicest woods. Special finishes to order. The top is of soft tone, moisture proof, washable linoleum, trimmed with a narrow bronze beading. Leg cups and drawer pulls are of solid bronze.

All drawers equipped with drawer stops. Letter file drawer has "Swaystop" dividers. It also has roller suspension, which is optional for other drawers. Special Van Dorn construction throughout assures rigidity and strength.

The fine appearance and sturdy construction of these desks make them easy to sell. Write for illustrated folder or catalogue No. 1035.

QUALITY, UTILITY, STYLE & PRICE RANGE
THE BIG 6
THE COMPLETE LINE
1 FILES
2 DESKS
3 SAFES
4 STORAGE CUPBOARDS
5 SHELVING
6 BUILT-TO-ORDER EQUIPMENT
Van Dorn FOR STANDARDIZATION

Business Furniture ✦ ***Storage Equipment***

THE VAN DORN IRON WORKS COMPANY
CLEVELAND · OHIO

"FORCE"

#400-425 DATERS

ALL METAL --- SELF INKING

Model 400	Model 425
MAR 17 '32	APR 11 1928
$3.50	$4.00

Boxed with ½ oz. Bottle of Special Ink and Stylo

Every machine carries the "Force" guarantee

LOTS of uses for these daters. And *lots of places to sell them!* No matter how many daters a firm has it needs this small kind for many reasons.

Pass books, ledger sheets, index cards, voucher records—any business form with limited space requires the narrow impression of the "Force" No. 400 or No. 425.

Although compact and light in weight these daters are brutes for strength. They are built solidly with *steel* frames. The brass wheels have deeply engraved figures insuring a clear and lasting impression.

It will pay you to stock the "Force" No. 400 and 425—the little daters with the big profits. Let us tell you about our selling aids and liberal discount terms today.

WM. A. FORCE & CO., Inc.

105 Worth Street, N. Y. C. 180 N. Wacker Drive, Chicago

573 Mission Street, San Francisco

McLaughlin Joins Filing Equipment Bureau

The Filing Equipment Bureau, Inc., 113-115 Purchase street, Boston, Mass., announce the appointment on July 9, of J. T. McLaughlin to the managership of the dealer division.

Mr. McLaughlin, although a stranger to this industry, has had a broad background of successful merchandising. He joined the merchandising staff of the Boston Post in 1918, and during three years successfully conducted the activities appropriate to his office there. He accepted in 1920 the position of sales manager of the Eastern Advertising

J. T. McLAUGHLIN

Agency. The experience derived from these two connections was invaluable, giving him a breadth of contact quite unusual. The Burbank Chocolate Company invited him to the sales managership in 1923, in which position he remained until that company effected a merger in 1925, when he returned to the Eastern Advertising Agency. He was called the next year, however, to the Goodwill Shoe Company as sales and advertising manager.

Mr. McLaughlin's experience admirably fits him for his present connection, with a company which emphasizes service. To complete the company's plan of giving to dealers a complete and up-to-the-minute line, Mr. McLaughlin will contribute, it is stated, some of the best known methods of merchandising.

Wallace Press to Make Continuous Forms

The Wallace Press, Inc., 730-738 West Monroe street, Chicago, Ill., have recently completed plans for the manufacturing of continuous forms, and are now having some special presses built for this purpose which incorporate, it is said, some radical changes in construction which are thought to embody possibilities of better work at lower costs.

The Wallace Press, Inc., has been doing lithographing, printing, and binding for about twenty years. They have printing and lithographing contracts with such concerns as Western Union Telegraph Company, Western Electric Company, Northwestern Railway Company, La Salle Extension University, and the Crane Company. They occupy a modern seven-story plant in Chicago, employing more than 200 people.

E. J. Morch, for several years Eastern sales manager for the Mani-Fold Company at New York, is now acting as general sales manager, with offices in New York, at 225 Broadway.

To the Victor Belong the Totals

Samoss Good Impressions (Samuel H. Moss)] Salesman: If you don't save time with one of our adding machines I'll give it to you.

Customer: Can I count on that?

NOW READY

Sunruco

DESK SAVERS

"Protect the Clothes, Save the Hose" !!

Price 35c a pair

Every office desk should be equipped with a pair of Sunruco Desk Savers. Placed on new desks, they keep the desk chair from marring and splintering the corners. Placed on the old, worn desk, they eliminate all possibility of snagging the clothing or hose.

This Desk Saver is made of tough, durable rubber, nicely finished. Length overall 6".

May be applied by the office boy. Packed one pair to the carton, with the necessary brass brads for fastening. Furnished in Brown color.

Dealers Write for Discounts

The Sun Rubber Company

Barberton, Ohio, U. S. A.

You Can Eliminate Ribbon Guesswork

The Bucki Supreme Typewriter Ribbon takes the guesswork out of ribbons and ribbon selling.

Under day in and day out pounding—continuous typing—this ribbon stands up, giving clean, sharp impressions and renewing itself overnight.

The renewing process—ink moving from one part of the ribbon to another—is what makes it so universally satisfactory.

The Bucki Supreme ribbon is well supported by carbon papers of like quality—a most pleasing combination for any typewriter supplies department.

Both products are backed by the Buckeye plan for creating a successful ribbon and carbon department. Ask us about it now.

THE
BUCKEYE
RIBBON & CARBON CO.
1466-68 East Fifty-fifth Street
CLEVELAND, OHIO Established 1896

Bucki

Horned Toads Figure in Store Publicity

One of the most unique and clever publicity stunts staged in Seattle was the importation of three horned toads from Tonopah, Nevada, by the University Typewriter Company, 4220 University Way, during the first part of July.

James C. Martin, manager of the firm, placed them in a special glass pen in the window. He discovered that the "hornies" took a particular fancy to earwigs, a recognized pest in the State of Washington, and obtained a picture of the animals being held by one of his pretty typists in the Seattle Post-Intelligencer. He also obtained long feature stories in the University District Herald, a weekly paper, and the Summer School Journal, a newspaper published by the students of the University of Washington twice a week.

Crowds flocked to see the animals frolic in the window. A real entertainment was furnished at noon and at 5 o'clock when the horned toads were fed their pet dish—earwigs.—J. C. M.

Corona Sold by Drug Store

In Kewanee, Ill., Berg & Dines Drug Stores sells Corona typewriters and find the business flourishing. Besides averaging better than ten typewriter sales per month, Berg & Dines do quite an extensive business in supplies and used machines. Regarding servicing machines they report: "We have so few complaints or calls for service that we have not yet found it necessary to establish a mechanic.

A WINDOW IN THE BERG & DINES DRUG STORE, KEWANEE, ILLINOIS, SHOWING A FINE DISPLAY OF CORONA TYPEWRITERS, TYING UP WITH NATIONAL ADVERTISING IN LIBERTY MAGAZINE.

Everyone knows that we sell and service typewriters and in an emergency case, we loan them a machine until the serviceman comes on his regular trip to Kewanee from the L. C. Smith & Corona Company. We find that his being here twice a month amply takes care of all our calls."

Oakland House Fits Up Hospital

The Peralta Hospital, which was recently completed at Thirtieth and Summitt streets, Oakland, Cal., has been equipped throughout by the Otis File & Office Furniture Company of Oakland.

The new structure is seven stories high and represents a total investment of $1,000,000. It is said to represent the last word in appointments and comforts for patients.

The Otis File & Office Furniture Company is also equipping St. Mary's University with the Acme Visible Filing System and General Fireproofing Company All-Steel furniture. The corner stone of the college will be laid August 5.

Millions Need a "Dipaday"

Never a Winner Like this Remarkable Writing Achievement for Volume Sales

THE Dipaday Pen is more than an efficient writing instrument—more than a piece of fine desk equipment. It's so unique and attractive people want one the minute they pick it up and examine it. A big seller everywhere.

The Dipaday is a mechanical marvel—simple, ingenious, practical. Writes pages with one dipping—saves time of busy people. Has that feel and balance that make writing a pleasure. Brilliant, beautiful colors give it the modern touch. Sells fast at $3 to $6—compares favorably with fountain pens at much higher prices.

Display the Dipaday prominently and you'll make volume sales—people can't resist its strong appeal. In combination with a Sengbusch Desk Set, it provides the ideal writing equipment.

Mail your order now for these fast-selling Sengbusch products. Attractive display furnished.

Fastest Selling Set in the Line—$6.50 Complete with Pen

Priced as low as the average desk pen alone. Not only the price but exclusive features of Dipaday Pen, Adjustable Socket and Self-Closing Inkstand place it beyond all competition. A real sales leader for your store.

No. 171—Black Finish
No. 172—Green Finish
No. 173—Mahogany Finish
No. 174—Walnut Finish

Attractive highly polished Durez bases

Writing Troubles Eliminated with the "Dipaday"

No clogging, flooding or blotting; no dried nibs; no constant attention and frequent cleaning as with fountain pens.

No corrosion, scratchy points or constant dipping as with steel pens.

Smooth, easy, trouble-free writing always—with the Dipaday!

Sengbusch

SELF-CLOSING INKSTAND CO.
815 SENGBUSCH BLDG. MILWAUKEE, WIS.

We point with pride

Indiana Desk Company products are good quality in full measure. Considering value for the money, the line is ideally fitted to the needs of American business. An ample supply of select raw material, prepared by wood workers of life long experience and knowledge of their craft, designs that attract and interest and a central location and expert shipping service, sum up to the dealer's advantage.

Look for the trade-mark designating Indiana Desks. You, too, will point it out with pride.

Catalog upon application.

INDIANA DESK CO.
JASPER, INDIANA

★ **JASPER is located here on the Southern Railroad.**

Many Mimeograph Dealers Visit Home Office

The A. B. Dick Company, 720 West Jackson boulevard, Chicago, Ill., have been favored during the past few weeks with visits from several of their dealers from foreign shores, as well as a number from this country. Those from other countries include Edward B. Coffey, Guatemala City, Central America; George Hazen, Hazen-Twiss, Ltd., Saskatoon, Canada; and A. M. Esch, Edmonton, Alberta, Canada.

Mr. Coffey has been the Mimeograph dealer in Guatemala for more than ten years. He reports that business conditions are good, and the future outlook is hopeful. His country, he states, is tranquil and progressive.

Mr. Hazen is president of the company which has represented the Mimeograph in Canada for more than fourteen years—a company which has been very successful in introducing the Mimeograph in that portion of Canada. The crop outlook is encouraging, he states, which condition should result in increased trade in all lines.

Mr. Esch is one of those more recently added to the Mimeograph family of dealers. He has already made a good beginning in selling the Mimeograph.

Dealers from home points who paid their respects to the home offices while they were recently in Chicago include: F. H. Laird, Laird Office Equipment Company, Charleston, W. Va.; W. N. Stewart, Stewart Office Supply Company, Dallas, Texas; A. E. Moench, H. S. Crocker Company, Inc., San Francisco, Calif.; H. G. Jameson, Grimes-Stassforth Stationery Company, Los Angeles, Calif.; L. Pollak, manager, Idaho Typewriter Exchange, Pocatello, Idaho; N. C. Dobson, Upper Peninsula Office Supply Company, Marquette, Mich.; J. W. Paxton, Paxton Typewriter Company, Bloomington, Ill.; and F. H. Fargo, The Frank H. Fargo Company, Bridgeport, Conn.

New Typewriter and Adding Machine Store in Tacoma

On July 1 formal announcement was made to the public of the opening of the Barnett-Dieter and Company, typewriter and adding machine dealers, at 303 Puget Sound Bank building, Tacoma, Wash.

Both Mr. Barnett and Mr. Dieter are well known typewriter and adding machine men on the Pacific Coast. The firm will specialize in handling rebuilt typewriters, and adding machines, service all types of office machines, rentals of office machinery, and sales of ribbons, carbons and oils.—J. C. M.

Beautiful Anniversary Booklet

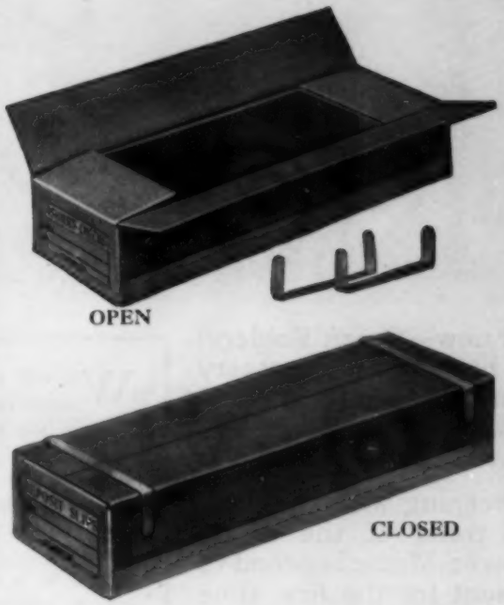
The story of fifty years of the Bell Telephone Company in Chicago appears in a beautiful booklet covered in gold and blue, bearing the title on the cover, "A Golden Anniversary, 1878-1928." The booklet contains thirty-two pages, with page ornaments in blue. The book is copiously illustrated with interesting pictures, and gives a complete history of the development of the telephone in Chicago, with valuable information as to its origin. The booklet is one which should be kept for general information purposes.

Some Fort Smith Items

Mrs. L. A. Hummer, office manager of the Hummer Typewriter Company, is taking her vacation in New Orleans.

Early ("Vo") Smith, foreman of the mechanical department of the Underwood agency, has been seriously ill, but happily is now convalescing.

D. C. Baldwin, of the Typewriter Exchange, 1002 North Fifth street, will spend the latter part of August vacationing at Winslow, Ark.



Break into Big Business

Some of the larger firms in your city can be developed into fine accounts if you get at them in the right way. Why not introduce yourself with our line of

STEEL BOUND *Storage File* BOXES

They are especially in demand among larger corporations, public utilities, banks, etc., giving efficient, secure service at low cost. Your handling cost is at minimum and every sale gives you a worth-while margin.

Ten stock sizes are always on hand for immediate shipment. Special sizes in lots of 100 or more can be made up in a comparatively short time.

Let us tell you about the durable construction and economy of storage space. A line from you will bring full information.

STEEL BOUND BOX COMPANY

5039 Cottage Grove Avenue .. Chicago

10 Stock Sizes	No.	Long (Inches)	Wide (Inches)	Deep	No.	Long (Inches)	Wide (Inches)	Deep
	6	24	6	4	11	24	8½	5⅝
	7	24	8	4	12	24	10	8
	8	24	9	4	13	24	12	10¼
	9	24	10½	4½	14	24	15	10½
	10	24	7	5¼	15	18	12	12

The Green Line

and now—Green Folders! No longer is it necessary to use the homely, quickly soiled, and prosaic manila file folders.

In keeping with the obvious trend of the times, Browne-Morse is proud to present for the first time a filing folder of individuality, of beauty, of charm, and of harmony. The green folder, pleasing to the eye, and easy on it, adds materially to the efficiency and work of the office; nor will it soil so quickly. In connection with the green metal tip guide, it presents an appearance of harmony and beauty in the file, an appearance in which the filing clerk can take justifiable pride. This pride is naturally reflected in her work.

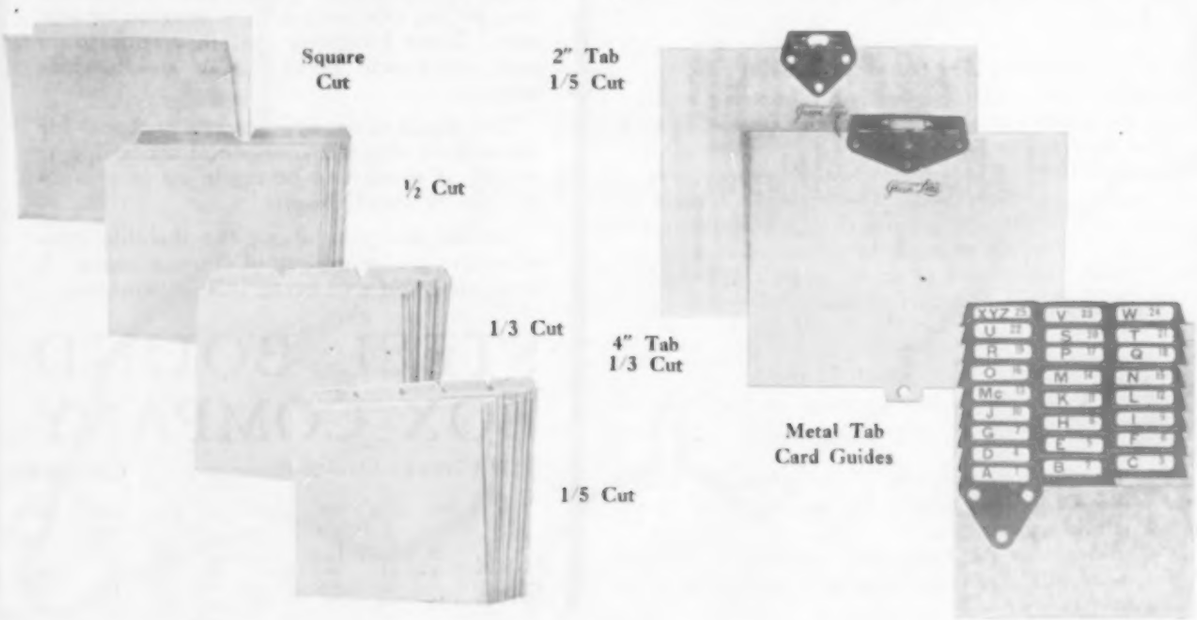
No longer is it necessary for the dealer who is fortunate enough to represent Browne-Morse and its new All-American Green Line to compete on a price basis in filing folders, for now he has something to sell of actual merit. Here is a product with which the active alert dealer can give his customers a real service; sell them something of real merit; and therefore, put himself in a position of making a profit on his sale.

Browne-Morse feels that in presenting the All-American Green Line, it is taking a step forward in the office supply business; a step that is interesting to the dealer because it involves his profit.

Browne-Morse is proud of its Green Line, particularly its green filing folders and green metal tip guides which are illustrated below, and that its dealers may have the full benefit of this innovation, will protect these two items religiously.

WE will assume (and with unquestioned justice) that the filing folder business is in a "price rut"—that there is little if anything to talk about but price. But we cannot admit merely because this condition exists that everybody feels there is no breaking away from the multitude.

In this, as in every merchandising problem, a solution exists. Browne-Morse Company has lifted its dealers (and therefore itself) out of this "price rut" by the introduction of the "Green Line" Folder. The accompanying description should make helpful reading to any retail dealer interested in getting out of the "price rut" onto the "profit highway."



The Green Line

Steel Tickler Box

Harmonious in Appearance, durable, efficient.

	Each
No. 135 for 3x5 cards (Green)	$ .60
Walnut, Mahogany or Oak	.90
No. 146 for 4x6 cards (Green)	.80
Walnut, Mahogany or Oak	1.20
No. 158 for 5x8 cards (Green)	1.10
Walnut, Mahogany or Oak	1.60
With one set of A to Z Indexes and 100 Record Cards—	
3x5, per set	.30
4x6, per set	.50
5x8, per set	.70

Steel Card Trays

Fit into standard filing cabinet drawer—or letter drawer of steel desk. Provides splendid method of storing important card records that must be always available.

	Each
No. 350 for 3x5 cards	$2.50
No. 460 for 4x6 cards	3.00
No. 580 for 5x8 cards	3.50

Made in Green Only.

Steel Card Cabinets

Solid card cabinets in one and two drawer sizes. Projections formed in the steel prevent marring of furniture and serve to inter-member with other cabinets.

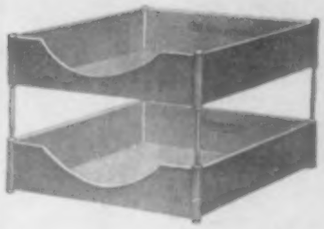
	Each
No. 351 One drawer (3x5 cards) Green	$ 5.50
Walnut, Mahogany or Oak	7.50
No. 352 Two drawers (3x5 cards) Green	8.50
Walnut, Mahogany or Oak	11.50
No. 461 One drawer (4x6 cards) Green	6.50
Walnut, Mahogany or Oak	8.50
No. 462 Two drawers (4x6 cards) Green	10.00
Walnut, Mahogany or Oak	13.00
No. 581 One drawer (5x8 cards) Green	8.00
Walnut, Mahogany or Oak	10.00
No. 582 Two drawers (5x8 cards) Green	12.00
Walnut, Mahogany or Oak	15.00

Individual Locks—$3.50 per drawer

Desk "Hi" Steel Files

A perfect desk mate. Built like a four drawer file. Exactly desk height—adds working space and keeps your own data at your finger tips.

	Each
No. 4212 Letter Size (Green)	$30.00
Walnut, Mahogany or Oak	36.00
No. 4215 Legal Size (Green)	37.00
Walnut, Mahogany or Oak	44.00
Extra for automatic lock, either size	6.00



Steel Correspondence Trays

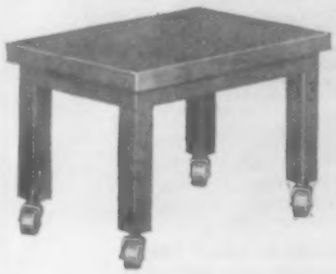
Beautiful in lines and finish, this steel correspondence tray is a worthy companion for any desk. Strong, unbreakable, light in weight.

	Each
No. 612 Letter Size (Green)	$2.00
Walnut, Mahogany or Oak	2.50
No. 615 Cap Size (Green)	2.50
Walnut, Mahogany or Oak	3.00

TO BUILD UP TRAYS

Drop tapered pins into corner sockets. Place another tray on pins. Tap firmly with hand. Stack can be lifted from top. No tools, bolts or screws necessary.

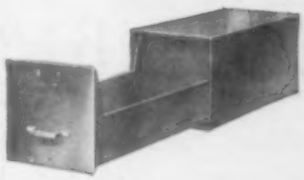
No. 600 Pins (Set of 4) ..... $ .50



Steel Filing Stools

An innovation—this filing stool on fiber casters. Strong - durable - lasting - beautiful — at a decidedly popular price. File clerk will find work much easier, much faster and more accurate.

	Each
No. 650 (Green)	$4.50
Walnut, Mahogany or Oak	5.50



Steel Transfer Cases

Here is a transfer case built so strong that any number can be stacked together. Full length sides and closed back keep out dust and vermin. All drawers mounted on four rollers. No unsightly projecting channels on the outside.

	Each
No. 412 Letter size	$6.00
No. 415 Legal size	7.00
No. 410 Invoice size	6.00
No. 411 Ledger size	8.00
Guide rods and compressors—extra	1.25

Steel Waste Baskets

For convenience, fire protection, beauty and economy this steel waste basket is unsurpassed. Corners fitted with sole leather bumpers to prevent marring of furniture. Strong and sanitary.

	Each
No. 170 Green	$3.00
Walnut, Mahogany or Oak	3.00

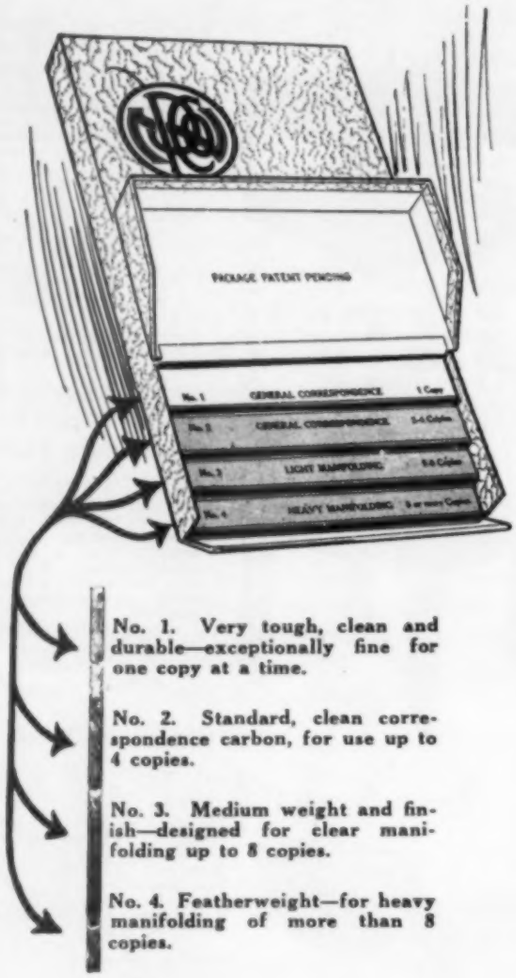
Products of

Browne-Morse Company

Muskegon - Michigan

"TRANSFOUR"

A Revolutionary Idea in Carbon Paper



No. 1. Very tough, clean and durable—exceptionally fine for one copy at a time.

No. 2. Standard, clean correspondence carbon, for use up to 4 copies.

No. 3. Medium weight and finish—designed for clear manifolding up to 8 copies.

No. 4. Featherweight—for heavy manifolding of more than 8 copies.

In this manner the typist is equipped to perform efficiently EVERY manifolding requirement within the range of typewriters.

Write for dealer proposition

Neidich Process Company

Burlington, N. J.

"The Line of the Lowest Ultimate Cost"

G.-F. Company Announce Two Advancements

The General Fireproofing Company, Youngstown, O., announce the appointment of Nelson H. Cady as branch manager of the St. Louis, Mo., office. Mr. Cady has been representative in the Southern territory for a number of years. His many friends will be pleased to learn of his advancement.

NELSON H. CADY

Harvey B. Martling succeeds Mr. Cady, assuming the duties of district manager for the states of Mississippi, Louisiana, Arkansas, and Tennessee.

Some Atlanta Items

Gus Stroecker, formerly manager of the stationery department of the John M. Marland Company, has joined the sales force of the Foote & Davies Company. For a number of months Mr. Stroecker has been trying his hand at real estate selling, but the call of the stationery business eventually proved too strong for him.

* * *

The Used Furniture Exchange is a new office furniture and equipment company which has just opened sales rooms in Atlanta. The office and sales rooms are located at 35-37 Forsythe street, N. W. Controlling interest in the concern, which will deal exclusively in used office furniture and appliances, is held by the Horne Desk & Fixture Company.

* * *

The Horne Desk & Fixture Company has closed the branch store which it recently opened on Peachtree street, and will center all of its activities in the main store on Pryor street. The main store has recently been re-modeled and re-decorated.

* * *

The Newell-Thomas Equipment Company, Atlanta, Ga., recently opened a branch store in Birmingham, Ala., under the name of the Office Equipment Exchange. The new store, in which a half interest is owned by the Newell-Thomas Equipment Company, is located at 2111 Third avenue, N. E., in the heart of the business district of the city, and is enjoying good business. It is in the nature of an experiment, and if successful may result in the establishment of branches in several Southern cities.—J. H. R.

Buffalo Company Adds Furniture Department

The Buffalo Office & Law Supply Company, Inc., on July 10, 1928, opened a new furniture department adjoining their premises at 269 Main street, Buffalo, N. Y. Attractively engraved invitations signed by Fred O. Dennis, president, were sent to all friends of the company, asking that they pay a visit to the expanded quarters and "inspect the display of fireproof safes, filing equipment, both steel and wood, and office efficiency devices of all kinds."

No. 42
$1.00

3 *Big Features*

1 Cannot "jam"—protected by patent. But one simple moving part. Nothing to go wrong. No repairs.

2 Bakelite barrel, beautiful onyx-like lightweight material.

3 Perfect balance—not "topheavy."

How an Autopoint Window Profited Miller of Dallas

Progressive southern stationer features the lines that bring home the bacon in sales and profit

WHEN Vance K. Miller of Dallas, Texas, decided to have a window featuring pencils there was no hesitation in his mind as to which pencil to display.

Dead lines have no place in windows. Lines that move will be greatly stimulated by good displays. So Miller's featured Autopoint, the livest pencil on the market!

See the variety of goods displayed, the attractive arrangement—note the use of Autopoint's colorful display material. A window like this will pay a high rental for its space, *if you feature Autopoint.*

Feature Autopoint like Miller's does. Tie to a pencil that the public wants. One sale leads to another. Autopoint's exclusive features, its attractive variety, its marvelous Bakelike construction, assure repeats.

Ask your wholesaler's salesman, or write us.

Autopoint
"The Better Pencil"
Made of Bakelite
AUTOPOINT COMPANY
4619 Ravenswood Avenue, Chicago, Illinois

No. 631—50" x 32"

Steelcase Desks

Many of the country's foremost concerns use Steelcase Desks and are steadily adding to them. Our dealers know that the Steelcase selling franchise is unusually valuable because the Steelcase line is unusually well adapted to the complete furnishing of both large and small offices. You owe it to yourself to learn what there is in the Steelcase line of desks and other office furniture *for you*! A brief note from you will bring the facts.

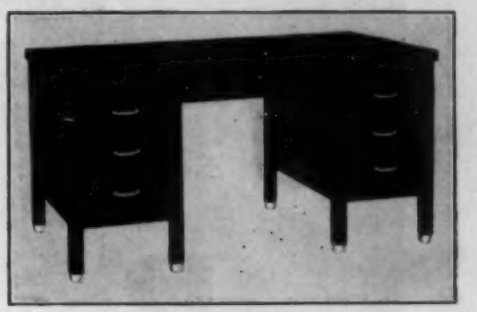
Are Proven Profit Makers!

Steelcase Desks with their unquestioned reputation for quality leadership and salability have been "leaders" for years with many of the country's best office furniture dealers. They are proven profit makers!

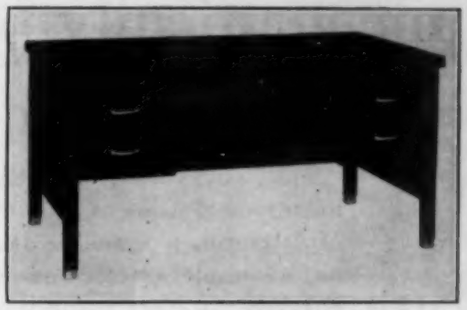
Steelcase Desks are built to be *permanently* beautiful in appearance and *permanently* perfect in their operating qualities. Broken down drawers, wobbly pedestals or sagging tops are never found in the sturdy rigid Steelcase Desk. Tremendous strength is provided by the splendid channel structure-reinforcing each pedestal.

The constantly increasing demand has resulted in improved production methods, standardized parts and lower costs. As a result Steelcase Desks are being sold at prices any user of office equipment can afford to pay. Let us send you the full facts —they mean profits to you.

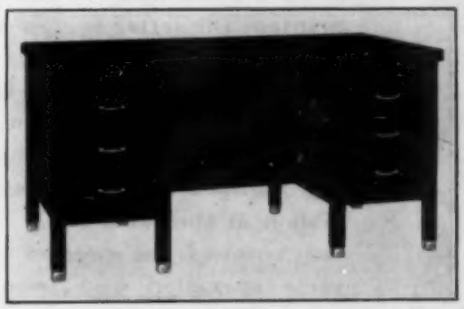
Metal Office Furniture Co.
Grand Rapids, Michigan



No. 620—66" x 34"
No. 621—60" x 34"
No. 629—55" x 34"



No. 651—60" x 34"



No. 623—60" x 34"

Personalized letters . . . . mechanically perfect . . . . produced in quantity . . . . at a new low cost

That sums up the testimony of hundreds of users of the Addressing Multigraph, a machine that turns out a complete letter and addressed envelope at every revolution of the drum. The date and salutation are filled in, the body of the letter is printed, the letter is signed in ink, and the envelope is addressed—at a rate of from 600 to 1,000 an hour. The mechanical perfection of these letters comes from printing all but the signature through the same ribbon at the same time. The low cost comes from speed of the complete operation and from Multigraph efficiency.

A steel corporation's experience with Multigraph equipment . . .

The Central Alloy Steel Corporation, of Massillon, Ohio, maintains both printing and addressing Multigraph departments. Concerning the Addressing Multigraph, L. S. Hamaker, Advertising Manager, writes as follows: "It turns out letters which are more nearly perfect mechanically than anything within the writer's experience . . . The use of this machine . . . enables us to maintain a constant follow-up on our salesmen's calls, which, while mechanical in operation, bears little evidence of being so."

THE AMERICAN MULTIGRAPH SALES COMPANY
1836 East 40th Street Cleveland, Ohio

. . .

MAIL THE COUPON . . . .

"Making Profit Margins Wider" is a folder of material that gives you the basis for planning more effective sales activity and shows how you can materially cut sales and office costs. Send in the coupon for it today.

The American Multigraph Sales Company,
1836 East 40th Street, Cleveland, Ohio.
☐ Please send me the folder, "Making Profit Margins Wider." ☐ Please have your representative call us and arrange for a demonstration of this machine.

Name.....
Business.....
Address.....

THE MULTIGRAPH

Xen Smith Opens Furniture Store in Omaha

Xenophon P. Smith on July 1 opened his new office furniture business in Omaha, Nebr., under the name of Xen Smith, Inc., with headquarters at 608 Omaha National Bank building. Details of the lines to be handled were not available at the time of writing. He is to "cater to the retail trade in Omaha and Council Bluffs," he states. Office Appliances extends best wishes.

White Now Selling the Marchant in Gotham

The Marchant Calculating Machine Company, Oakland, Calif., announce the appointment of Gilbert White to take charge of the territory from Fourteenth street to Forty-second street, running from the East River to the North River, New York, N. Y. Mr. White was previously a salesman for the Royal Typewriter Company, and prior to that connection he was New York agent for Error No, Inc. Our best wishes go to him in his new position.

"Acco" Clamps Find Favor in Damp Climates

The American Clip Company, Long Island City, N. Y., state that "'Acco" clamps have pleased customers in Central and South America, as well as in Southern United States—in all of which places large rainfall, moisture, and dampness are met with to a very great extent. All "Acco" clamps now undergo a rustproofing treatment, the results of which are responsible, it is claimed, for the favorable reaction they have received in the territories named.

The Carter Golf Loving Cup

The first man to have his name inscribed on the Carter's Ink Company silver golf cup, a special trophy for players of the Boston Stationers' Association, is James T. Towhill, former governor of District Number one. The cup

will become the property of the player who can win it three times in the annual golf tournaments.

The cup is of attractive design and stands on an ebony base. It is similar to, but slightly smaller than the cup presented last Fall by the Carter's Ink Company as a trophy for the bowlers in the Boston Stationers Bowling League.

A Line of Cabinets For Best Equipped Offices

Steel furniture construction; box panel one-piece doors; heavy nickel plated auto handle with lock; all locking devices enclosed on door panel; full nickel hinges; no bolts nor rivets exposed on the whole cabinet.

Finished in mahogany, walnut, oak and olive green. We can furnish a complete line: high line, desk high and counter high; storage, stationery, wardrobe and combination. A line of cabinets which eminently is a better line.

Write Us for Further Information

Aurora Metal Cabinet Works

Aurora Illinois

AURORA METAL CABINET WORKS
AURORA, ILL. U.S.A.

Excelsior Stamp Pad

Premier Machine Styles

A–123456
C–123456
D–123456
E–123456
F–123456
G–123456

In the far corners

From metropolitan cities to cross-road villages, literally, you will find Excelsior Stamp Pads—they reach the far corners.

Stamp pads and dating and numbering machines for every use inks of supreme satisfaction. Dealers everywhere have found the line safe—safe in quality and profits.

The experience of forty years, devoted exclusively to a single line of products guarantees highest quality. Write us.

R.A. Stewart & Company INCORPORATED

80 Duane Street - New York, U. S. A.

Selling Agents for the B. G. Volger Mfg. Co., Inc. of Passaic, N. J.

Crown Line Dater

Defiance Band Dater

Burr-Vack Finds New Location Excellent

The Burr-Vack Company has found its new location at 341 South Wabash avenue, Chicago, Ill., an excellent place to do business. Old customers have continued their relations, and many new accounts have been opened. While an outside salesman is active in caring for old customers and developing new accounts, a number of new customers have been securing their office supplies and equipment because of the convenient location of the store.

The entrance to No. 341 is next to the corner, with two roomy display windows flanking it. The new store appears higher than the old one at 511-13 South Wabash avenue, as there is no balcony over the wall cases and counters.

As one enters the store from the street, the loose leaf department, one of the most active of the "Bee-Vee" store, is at the left. Further back is the fountain pen and mechanical pencil case. To the rear of the pen case is the stairway to the basement store.

On the right as one enters the store are greeting cards, leather goods, and miscellaneous office supplies. Toward the rear, occupying an "L" is the display and shelf stock of blank and memorandum books, filing supplies and miscellaneous items. The desks of the executive and sales officials are at the rear, with the bookkeeping department on a mezzanine above.

A roomy basement, about twice the size of the store, is used for office furniture displays, book department and reserve stock storage. The basement salesroom has excellent ventilation, is well illuminated, and but a few steps below the street level. Access is obtained through the store, and also by a stairway leading to the street through the building lobby.

G. O. E. C. Visitors in Chicago District

Two overseas representatives of the General Office Equipment Corporation visited the Chicago district office in July, studying installations of Elliott-Fisher machines in various institutions and visiting the plant of the Sundstrand division at Rockford, Ill. These were K. Endrich, Zurich, Switzerland, and Vitel Vindevoghel, Paris, France. The former is representative in Switzerland, while the latter directs the sale of Elliott-Fisher systems in Paris and certain regions of France. These gentlemen were accompanied on this trip by C. Stevenson, of the foreign department of the Elliott-Fisher Company.

Typewriter Company Adds Line Complete Office Equipment

The Boston Typewriter Company on July 1 moved to new and larger quarters at 6-8 High street, Boston, Mass., where they will display and have on sale a complete line of office equipment and supplies, including office machines for every purpose. "Everything for the office from linoleum up," read an attractively printed, deckle-edged announcement sent to friends and customers, announcing the company's recent expansion.

Following the previous item concerning the Boston Typewriter Company's new premises at 6-8 High street, Boston, comes word that the company has taken over the store formerly occupied by the National Cash Register Company at 10 High street, where they will carry rebuilt typewriters, adding machines, office furniture and the like.

The new store, embracing 6, 8 and 10 High street, opened July 1, is in charge of Joe Ash and M. Herbert, both well known in the Boston office equipment field.

July List of Stolen Machines at Seattle

Stolen machines reported to the Seattle Typewriter Dealers' Association during July included: Underwood Portable, black, pica type, No. 63951, sold to S(am) W. Mitchell, a cook, Seattle, by the University Typewriter Co.—J. C. M.

No other file will open and close with this smooth, silent ball bearing ease

Berloy Ball-Bearing Drawer Suspension is the outstanding feature of modern file construction. Marvelous ease in action. Endurance that defies mortality tables.

and no other file offers as many features to reduce sales resistance. Following are some of the substitute inserts available for any filing need:

LETTER INVOICE 6x4 CARD ROLLER SHELVES
CAP DOCUMENT 5x3 CARD SWINGING GATE
CHECK LEDGER PLAIN SHELVES CASHIER UNIT

Either Standard Height or Counter Height units are available in baked-on olive green, oak, mahogany, or walnut as shown in the illustration.

This complete line of Berloy "800" and "1800" Series verticals with perfection of drawer operation unequaled in the industry sells at the same price as any standard grade vertical of equal quality without the famous Ball-Bearing Suspension.

Can you sell a line like that? An Agency Franchise awaits the organization that can qualify. Mail the coupon today.

THE BERGER MANUFACTURING CO.
CANTON, OHIO : BRANCHES AT

Atlanta	Hartford, Conn.	Los Angeles	Pittsburgh
Boston	Houston	Milwaukee	Roanoke
Chicago	Indianapolis	Minneapolis	Rochester
Cincinnati	Jacksonville	Montreal	San Antonio
Columbus	Kansas City	Newark, N. J.	San Francisco
Dallas	Long Island City	New York	Seattle
Detroit		Philadelphia	St. Louis
			Toronto

EXPORT DEPT. 516 W. 25th St., New York City

BERLOY

DEALERS!

Are you familiar with the Berloy "600" plan for sales development? An unusual plan of cooperation for selected dealers who have qualifications. Write us today.

Berger Manufacturing Company,
Canton, Ohio.

Please send information regarding your Agency Franchise ☐

Kindly send information and catalog concerning your Ball-Bearing Files—Series 800 and 1800 ☐

Firm Name .....

Your Name .....

Address .....

City..... State.....

THE BERGER MANUFACTURING CO.

NOT TOO FANCY AND ▸▸▸▸

NOT TOO HIGH-PRICED

A rugged, yet beautiful desk that combines period style with strict utility and a very favorable price.

It is a typical Myrtle achievement which means that this series, 2400 in Walnut, 2300 in Mahogany, is designed to appeal to dealer and user alike. A triumph in profit for one and price to the other.

Get the full details on this series. They yield a profit-making answer. Just write.

MYRTLE DESK COMPANY
HIGH POINT, N. C.
New York Warehouse – Pier 21, East River J. Wallace, *Representative*

MYRTLE

Horder's Provides for Expansion of New Building

One of the important realty transactions reported in Chicago during July was the purchase by Horder's, Inc., of land adjoining the site of the new building now in course of construction at Jefferson and Quincy streets. To the south of this site is a plot 106.75 feet on Jackson boulevard and 82.5 feet on Jefferson street. This is improved with a gasoline filling and service station. To protect the new building and to afford space for future expansion, Horder's, Inc., has bought the Jackson boulevard property from Mrs. Mary E. Byrne, Highland Park, Ill., at an undisclosed consideration. The present tenant will not be disturbed until it becomes necessary for Horder's, Inc., to add more space. Meanwhile the plans for the building under construction at Jefferson and Quincy streets have been altered to centralize the utilities such as elevators, etc., when an addition is built on the plot to the south.

Brisk Business for Des Moines Dealer

A. V. Bloom, manager of the General Typewriter Exchange, Des Moines, Iowa, reports good business for that organization. They are distributors for the Royal Portable typewriter in their territory, and recently won the second prize of $200 in a three months' $1,000 national contest.

The General Typewriter Exchange are also distributors for the Remington Cash Register, and report having made 140 per cent of their quota.

This energetic organization handles a number of other office appliances, and maintains three other stores: in Fort Dodge and Newton, Iowa, and in Lincoln, Nebr.

J. M. Englund, formerly connected with a wholesale millinery concern, recently joined the sales force.

Merrill and McConnell Join Remington Rand Board

W. F. Merrill, vice-president of Remington Rand Business Service, Inc., at a meeting held June 28, was elected to a place on the board of directors in place of C. S. Ashdown, vice president, who is on leave of absence. J. W. McConnell, a Montreal banker, was elected a director to succeed the late M. P. Moseley.

Seattle House Takes Charge University Office Equipment Stock

Trick and Murray, stationers, have been appointed assignees for the stock of the University Office Equipment Company, 4308 University Way, Seattle, Wash., according to a court order.—J. C. M.

House Organ Philosophy

Ez my old boss used to say, "show me a employee as is got most of his pay spent before he earns it and I'll show you a employee as ain't earnin' much."—The Coach (published co-operatively by the Boorum & Pease Company, C. Howard Hunt Pen Company and Sanford Manufacturing Company).

* * *

The wise business leader is one who picks the right kind of men, trains them thoroughly and then trusts them fully.—Berloyalist (The Berger Manufacturing Company).

* * *

If you remember injuries, you waste your soul in hate and mockery; but if you forget injuries, you grow in grace and peace and joy.—Fritz-Cross Service (The Fritz-Cross Company).

* * *

It takes an income of six figures to get a man in the rotogravure section, but no figure will get a girl there.—Office Topics (Baker Printing Company).

* * *

People used to get married when they knew each other thoroughly. Nowadays that's when they get divorced.—Hello (The Office Outfitters).

The Correspondence Machine For Office and Home

BARR Typewriter

A BARR feature extending the use of the machine:

Platen can be instantly removed by Operator without the use of tools to insert special card platen, or hard roll for heavy manifolding.

The BARR Typewriter will serve equally well at the office during the day, or overtime at home, as you choose, for it is:—

Small Enough to Carry Off, Sturdy Enough to Carry On.

Manufactured by the

BARR-MORSE CORPORATION
ITHACA, N. Y. U. S. A.

This machine is a Morse Industries product; other Morse Products are: the Morse Rocker Joint Silent Chain, the Allen-Wales Adding Machine, the Poole Clock, and Thomas-Morse Aircraft.

Born with a Pedigree.

"On my way!"

"I WOULDNT miss it for anything!" says A. Wise Dealer, "and the wife is just as eager to go to the Convention and enjoy those four big days of entertainment in the wonderful surroundings at West Baden Springs.

"I am going to take part in the discussions too—I expect to find a regular gold mine of ideas in the Round Table Talks on Wednesday and I've got a few ideas of my own that I am going to contribute. That is the way to get the real good out of a convention.

"They say it is harder to give away real gold pieces than to sell phony gold bricks, but believe me, I know where to get the inspiration for the next twelve months of my business progress. It's down in Indiana at West Baden Springs and you'll find me there the morning it opens. I wouldn't miss a word of it!"

Have YOU made your Reservation? If not, send it in today on the coupon below.

—The Committee

***NOTE:*—If you come by train, ask for R. R. certificate which entitles you to half fare for return trip.**

COME TO WEST BADEN OCTOBER-8 to 11 FOR PROFITABLE IDEAS

HOTEL RESERVATION

WEST BADEN SPRINGS HOTEL
West Baden Springs, Ind. _____ 19__

*Please reserve for me one*_____*single*_____*double room for October 8, 9, 10 and 11 during the Convention of the National Association of Stationers, Office Outfitters and Manufacturers.*

*NAME*_____

*ADDRESS*_____

*WILL ARRIVE*_____

Castle Joins McMillan

Karl E. Castle, an expert in systems as applied both to loose leaf and filing, has become associated with the McMillan Book Company, 701 East Genesee street, Syracuse, N. Y. Mr. Castle will spend much of his time in Syracuse but he also will arrange his work so as to maintain the contacts with the dealers which he has established in various parts of the country.

Some years ago Mr. Castle was connected with the Chicago office of Yawman & Erbe Manufacturing Company, where he made a remarkable sales record. Later he was in charge of a division of sales in the Library Bureau office at Chicago. During the last few years he has been selling the Wilson-Jones and Tatum lines of loose leaf in the central west and northwest territories. He has been active in the Northwest Travelers Association.

For the present Mr. Castle intends to concentrate his efforts largely on the development of a device expected to add materially to the profits of McMillan dealers.

Toledo Firm Celebrates Seventh Anniversary

The Typewriter Inspection Company, Toledo, Ohio, recently held its Seventh Anniversary Party, to celebrate the founding, in June, 1921, of that company by J. B. Watkins, better known as "Jimmy."

This typewriter inspection business was first started in a small office in the Nasby building, with one employee. With combined good work of Jimmy as salesman and of George Wood, who is still with the concern, as typewriter mechanic, the business outgrew its quarters in six months' time, and

SEVENTH ANNIVERSARY PARTY OF THE TYPEWRITER INSPECTION COMPANY, TOLEDO, OHIO

moved into the present quarters at 501½ Madison avenue.

The concern has now grown to include several offices, and the territory which it serves extends over a considerable part of Ohio. Branch offices are maintained at Lima and Findlay, Ohio, and at Fort Wayne, Ind. It was first selected as the central distributing point in this district for Corona typewriters. In 1926, when L. C. Smith and Corona companies merged, the company was given the agency for both machines.

Horder's, Inc., Joins National Advertisers

Several of the services extended by Horder's, Inc., to business houses of Chicago have extended to the national field. The company is advertising to business men the country over in The Nation's Business and The Magazine of Business (formerly System). The merchandise offered in current advertising is traffic forms. Other Horder developments of national appeal will be featured in forthcoming advertisements. With a parcel post station across the street from the new building being erected for Horder's, Inc., at Jefferson and Quincy streets, customers outside Chicago will have the benefit of exceptional service in dispatching their orders.

How Art Metal Agents Profit

by our 40 years' service to business

A line of equipment as wide as your market . . . dealer service that helps you sell . . . make an Art Metal agency profitable

THROUGH our forty years of service to business, Art Metal has developed the world's most diversified line of steel office equipment.

An Art Metal agent is never at a loss on any job. From simple desk trays to finest executive suites, the Art Metal line covers every conceivable office need. Whether the needs of a customer are large or small, the Art Metal dealer is able to estimate and equip an office of any size complete.

And the Art Metal dealer service is as wide as the line of equipment. Catalogs, mailing pieces, folders, blotters and display material are at the dealer's disposal. Selling facts, sales service bulletins and sales courses are available. There is, in fact, a dealer help for every condition of selling.

These two features — the wide selection of Art Metal equipment, and the equally comprehensive dealer service—combine to make the Art Metal franchise one of the most valuable in the field.

Art Metal

Steel Office Equipment

JAMESTOWN - NEW YORK

Fire Safes, Steel Desks, Filing Cabinets, Vertical Files, Steel Book Cases, Steel Shelving, Plan Files, Transfer Cases, Steel Office and Vault Tables

Where Good Prospects Come to You!

Where good business people have been coming, for a quarter of a Century, to keep in touch with progress and the progressive.

Where those who seek better business methods and equipment consider merit, study quality, compare service and form lasting conclusions.

Where many other successful concerns in the Industry exhibit.

Where you can have your product on effective display.

Where you can demonstrate to advantage.

Where good prospects come to you—at the

NATIONAL BUSINESS SHOW

America's Efficiency Exposition

New York, October 15th to 20th, 1928, inclusive
(*Silver Anniversary*)
In the New Madison Square Garden

Chicago, November 12th to 17th, 1928, inclusive
In the Stevens Hotel Exhibition Hall

"It's the personal contact that counts"

NATIONAL BUSINESS SHOW COMPANY
INCORPORATED
Frank E. Tupper, President

50 Church Street - NEW YORK

Chicago: 417 S. Dearborn St., C. H. Hunter ,Manager

Dean of the Arizona Stationers

By Roy George

For twenty-one years Charles G. Bower & Co., Phoenix, Arizona, have held an enviable position in the district which they serve. Their service is distinctive, and they get much work in special file forms as well as a considerable volume of the commercial stationery business of the community.

"We make every effort, first, to sell the standard forms such as the 'John C. Moore' key-hole punched cards and loose leaves, but failing this, we make up anything. In the seventeen years that I have been connected with the company as office manager and printing estimator, I should say that less than two percent of our business has been made to order, so completely do the manufacturers meet the problems of the modern business demand," says C. S. Feldman, active executive of the firm.

The equipment of the Bowers company is complete, however, and when a special job has to be done, they do it. A recent piece of state legislation relative to auto license records necessitated the making up of a number of sheets 90 inches in width with much special intricate ruling on both sides. According to state law, the job had to be advertised for bids, and, in order to meet the specifications, Mr. Feldman, who is an expert printer, went into the shop and personally got up the forms. Then, to make sure that the officials at the state house would have plenty of samples, he ran off a hundred sheets or so and sent them out with his bid.

A few days later he received a voucher for something more than the amount of his bid, and with it a letter from the secretary of state of Arizona, which read:

"Charles G. Bower & Co.,
Phoenix, Arizona.

Gentlemen: We have advertised for bids on the job for which you were kind enough to submit samples, and we will be compelled to abide by the results of that formal proceeding.

In the meantime, please accept enclosed voucher for the amount in full, and our thanks for submitting samples, of which we find that we are going to need only six out of the hundred you sent us.

Yours very truly,
(Signed) JAMES KERBY,
Secretary of State."

The company is the representative of Shaw-Walker safes and cases and keeps four men on its outside selling force at all times.

"We find that direct selling gets us the best business in all lines of office equipment," says Mr. Bower, "and, personally, I like the idea of having our men keeping up our early contacts with the business offices of the city. In the early days, I went about introducing the new loose leaf systems and special filing cases, myself. All that revolutionary propaganda had to be insinuated clandestinely or with great diplomacy between the leaves of the old fashioned ledger. The dignity of my firm would not permit me to delegate the job to a salesman—I went about, personally, and induced my old friends to give an unbiased investigation of the merits of the new idea.

"Little did any of us think that such forms would make possible such a system of ready records as are now produced, nor did we think that our own business would grow to such proportions that it would be utterly impossible to conduct it satisfactorily under the old system of bookkeeping."

Among the big orders received regularly by the concern, none are more regular than those from the mining

GUNN LINO DESKS AND TABLES

TRADEMARK REG.

A Better Service For Desk Users *exclusively GUNN*

Made in Grand Rapids

Help your trade to get the best results from their staff. Sell them the unexcelled service of GUNN LINO. These distinctive desks do more than enhance the office interior. They promote accurate vision and add to the user's comfort.

"It isn't a LINO Unless it's a GUNN"

The Gunn Furniture Co.
GRAND RAPIDS, MICHIGAN

Branch Offices and Salesrooms

11 East 36th St., New York City
1027 So. Broadway, Los Angeles
21 Second St., San Francisco

THIS is the report their customers give them. This is the report they give us. But why don't you find out for yourself? See if all the advantages claimed for a NEVA-CLOG are really true. If they are, you surely want your share of the profits from NEVA-CLOG sales. If the advantages claimed are not true—you want to know that, too. Do not guess that they are—or that they are not. Prove them! Prove them with an actual NEVA-CLOG in your own hand, on your own stapling. The coupon below brings a specimen NEVA-CLOG with prices and discounts. Send the coupon in now and bring this whole matter to a head. Return your NEVA-CLOG at our expense if it does not live up to every claim we make for it.

ATTACH TO YOUR LETTERHEAD

NEVA-CLOG PRODUCTS, Inc.
1188 Main Street, Bridgeport, Conn.

Without obligation, kindly send us a Neva-Clog Stapling Plier and box of staples, together with prices and discounts on same. Include return postage.

companies throughout the state. The special nature of the industry and the necessity of accurate records from the mines, through the smelters and through the trade, both foreign and domestic, have resulted in the matter being given very careful attention by Mr. Bower years ago, and, although he now fills these orders by what are known as standard forms published by the John C. Moore Company, yet many of them were originally planned in Mr. Bower's office.

In fact Mr. Bower has pioneered in the stationery business in Arizona, building up every detail of the business from its infancy and throughout the entire southwest it would be hard to find a man who is better posted in all its branches or who has the interests of the trade more genuinely at heart.

L. G. Bigelow Recovering from Operation

Leon G. Bigelow, president of the Quality Park Envelope Company, has returned to his home following an operation at Rochester, Minn. Mr. Bigelow's convalescence has progressed sufficiently that he is able to spend a few hours at the business every day, and it is expected that shortly he will be able to resume all his duties in connection with the envelope mill.

Weddings

Smith-McKenzie

Stationers throughout the country will join Office Appliances in cordial felicitations to Mr. and Mrs. Zac P. Smith, Jr., who were recently married at the home of the bride in Beaumont, Texas. Mrs. Smith was Miss Myrtle Adele McKenzie, daughter of Mrs. Lelia McKenzie, Calder road, Beaumont, where the wedding took place on Wednesday, July 11.

Mr. Smith is president of the Zac Smith Stationery Company of Birmingham, Ala., one of the best known commercial stationery houses in the South.

Mr. and Mrs. Smith took a wedding journey to Houston, Galveston and other points. They will be at home on and after August 1, at 202 Bonita Drive, Hollywood, Birmingham, Ala.

Otis-Buckley

On Saturday morning, June 30, Miss Faye Otis, daughter of Mr. and Mrs. Fred Otis of Berkeley, Cal., became the bride of Homer Buckley, deputy city attorney of Oakland, and son of Mr. and Mrs. J. E. Buckley of Los Angeles. The couple met when both were students at the University of California. The father of the bride is head of the Otis File & Office Furniture Company of Oakland.

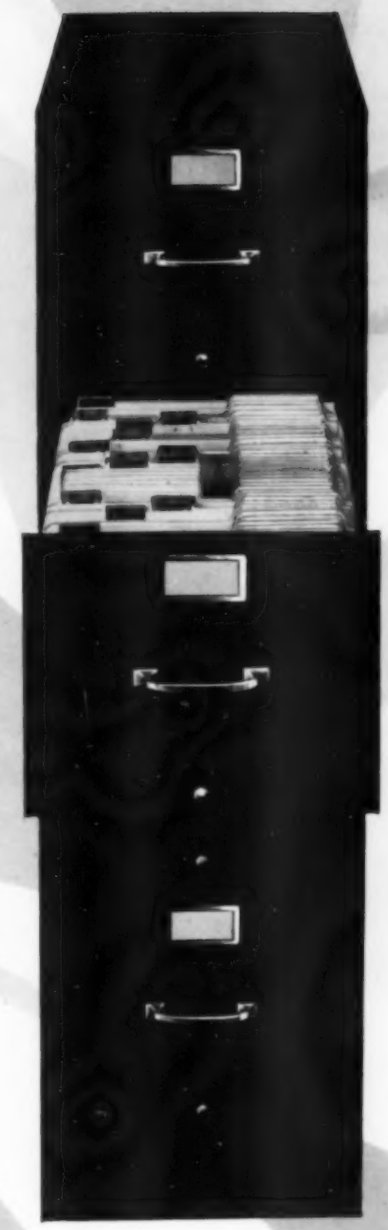
Birthdays

Jack Heywood Sawyer

Bruce Heywood Sawyer, manager of the Little Rock, Ark., branch office of the Monroe Calculating Machine Company, is the proud father of an eight-pound son, Jack Heywood Sawyer, born on Independence Day, 1928. Having July 4 for a birthday really is quite a distinction. The coincidence gives us pause to remark: "Long may he wave!" Jack Heywood is the second son born to the Sawyers. The father is a native of North Carolina, while Mrs. Sawyer hails originally from Texas.

Master Urmston

Mr. and Mrs. R. J. Urmston are the proud parents of a new son born at 9 a. m. on June 28 and weighing seven and one-half pounds. Mr. Urmston is treasurer of J. S. Staedtler, Inc., 53-55 Worth street, New York, N. Y.



The MASTER STROKE!

GREATER COMMAND of Local Filing Cabinet Business *than ever before!*

See Following Pages - 0

Globe-Wernicke
Cincinnati

Globe-Wernicke

Makes Filing Cabinet History

The Filing Cabinet De-Luxe—The Globe-Art Line, with cast bronze hardware that matches Globe-Wernicke Steel Office Furniture. Ideal for the private office, in either olive green, or walnut, mahogany or oak grained finish.

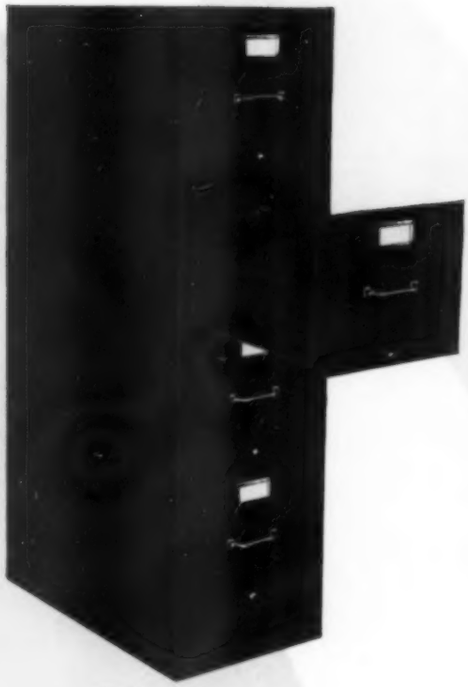
Globe-Art Line

The filing cabinet line that made Globe-Wernicke famous—the well known "7000" Line. Equipped with heavy duty extension drawer slide, new patented follower block and cast brass hardware. Finished in olive green, walnut, mahogany and oak.

"7000" Line

Globe-Wernicke Service

The Globe-Wernicke Utility Line—the biggest steel file value offered today. Stamped bronze hardware. Especially suited to the shop or factory—wherever price is a factor. Finished in olive green, walnut, mahogany and oak.



Utility Line

"8000" Line

The Price-Value Globe-Wernicke "8000" Line of Filing Cabinets—equipped with extension drawer slides and adaptable for substitute drawer inserts. Stamped bronze hardware. Made in olive green, walnut, mahogany and oak finishes.

4 Related Groups *of* Steel Filing Cabinets

A Filing Cabinet *for* Every Purse

NOW Globe-Wernicke places in the office equipment dealer's hands the key to *all* his local filing cabinet business—in the following standardized Globe-Wernicke Filing Cabinet Groups:

The GA "7000" Line—A Complete line with every Deluxe Refinement.

The "7000" Line—The Filing Cabinet Line that made Globe-Wernicke Famous.

The "8000" Line—The Price-Value Filing Cabinet that will pile up profits for Globe-Wernicke Dealers.

The "9900" Line—Utility Line—the greatest steel filing cabinet with price appeal.

Every filing cabinet need! Every Filing Cabinet market! is covered now by a Globe-Wernicke Filing Cabinet! The entire filing cabinet price range—from the finest deluxe model to the most inexpensive unit, is now available from one source. Think what this means to you!

Throughout this broadened, related group—new improvements have been wrought. They are "Wedge Built" — with structural steel inner reenforcement. Greater filing capacity — 28 inches deep outside. A standardized line—rich in profit possibilities. Crowning all this—no advance in price!

There's no escaping business for the Globe-Wernicke dealer.

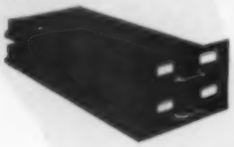
Put YOUR hand on the throttle of this business. Write today.

Send for Catalog

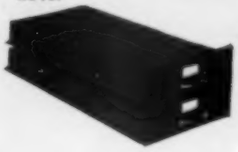
Globe-Wernicke
Cincinnati

Brightest Spot *in the* Filing Cabinet World

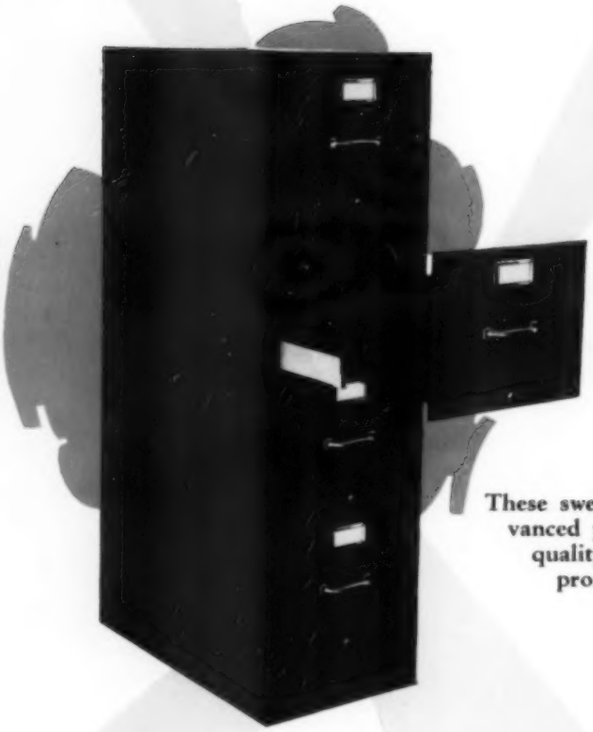
3x5 Card Index Insert No. 8-A—Consists of two file drawers, each containing two compartments, for cards 3 inches high by 5 inches wide. For use in Vertical Letter File No. 8141.



Box Drawer Insert No. 8-L—Consists of two plain drawers each 12¼" wide, 4⅝" high, 26" deep inside. For use in Vertical Letter File No. 8141.



The New PRICE-VALUE Globe-Wernicke "8000 Line"



Vertical Letter File No. 8141
Notice the large, heavy duty extension drawer slide, and the follower block which takes up no filing space. Letter and cap sizes accommodate substitute drawer inserts. All "8000" Line Units are full 28 inches deep and made in olive green, walnut, mahogany and oak finishes.

never

NEVER—Before has the office equipment dealer been enabled to offer such a filing cabinet value:

A flexible filing cabinet line—adaptable to substitute drawer inserts. Greater filing capacity—full 28 inches deep outside. Equipped with heavy duty extension drawer slide. In addition the "8000" Line is "Wedge Built" with structural steel inner reenforcement!

These sweeping improvements offered—not at an advanced price—not at a price usually asked for such quality—BUT at a new low price that will pile up profits for you!

Globe-Wernicke mass production facilities make this rare price-value opportunity for you. It is the brightest spot of profit interest in the filing cabinet world. Investigate! Write—today.

Globe-Wernicke
CINCINNATI

Check File Insert No. 8-CF—Consists of two check files, each 12¼" wide by 4⅝" high, 26¼" deep inside. For use in Vertical Letter File No. 8141.

Document Insert No. 8-Q—Consists of three document compartments. Each compartment measures inside 4⅞" wide, 10 5/16" high, 26¼" deep. For use in Vertical Cap File No. 8142.

3x5 Card Index Insert No. 8-D—Consists of two file drawers, each containing three compartments for cards 3 inches high by 5 inches wide. For use in Vertical Cap File No. 8142.

"Locked Horns"

Destructive competition in business is illustrated aptly in the present issue of the Credit Monthly. It was written by Dr. Stephen I. Miller, executive manager of the National Association of Credit Men, which publishes that journal.

"A native from Montana called at my office a few days ago and casually related a story which will remain in my memory for many years. The story is simple and primitive, silent and dramatic, grim and inevitable. About one hundred miles from the Big Horn River may be found the 'locked horns' of two elk that challenged each other a generation ago, and began a fight which ended in no decision. Down on the flats by the river may still be seen the bones of the combatants that were forced to starve to death because they could not break the deadly grip of their majestic antlers. This is all there is of the story.

"Two railroads bid for the traffic of the same territory, cut rates, give rebates and pass into bankruptcy; two banks compete for deposits, establish a high interest for long time accounts, and are closed by the bank examiners; two wholesalers discover that their margin of profit is narrow, reduce prices, increase volume, and are liquidated; two credit managers eager for volume, do not carefully analyze their credit risks and increase bad debt losses.

"Like the elk, they have locked horns and lain down to starve to death.

"Ignorance is the cause of many a battle. The business man who does not know his costs of doing business is likely to be ignorant in price determination; the banker who does not know the cost of carrying an account is generally the one to establish an interest rate which is unfair to the bank; the wholesaler who does not carefully analyze his market, his accounts and his stock, belongs to the dark ages in business; the credit manager who cannot interpret a financial statement and does not possess an interchange report depends largely upon horseshoes, wishbones and a rabbit's foot. The elk started to fight without thinking. In many respects some business men are like elk.

"Some start trouble because they don't know any better; some fight reluctantly; others want to remove a competitor. We are not so far removed from the law of the range; 'two-gun men' are not confined to the cattle country. It is easy to starve to death in lean years. The field of business is strewn with the carcasses of dead business enterprises. They 'lock horns.' So did the elk."

Interstate Merchants Council at Chicago

The annual gathering at Chicago of the Interstate Merchants Council will be held August 7-9, under the auspices of the Chicago Association of Commerce. While this is planned for miscellaneous merchandising lines, including department stores, the program includes many papers of general interest to all merchants. Many of the exhibitors at the American Furniture Mart show their new lines throughout the year, affording office furniture dealers an additional opportunity to profit through a visit to Chicago.

The New Dixon Cutout and Poster

The Joseph Dixon Crucible Company of Jersey City, N. J., has spent considerable time, thought and money in the new 1928 "Ticonderoga" window cutout and school supplies poster. The cutout is 31 inches wide by 44 inches high and the school poster is 10¾ inches high and 26½ inches wide. Both are beautifully done in eight colors. These are especially designed for window display purposes, and dealers are invited to send their orders to the Pencil Sales Department-Sales Promotion Bureau, Joseph Dixon Crucible Company, Jersey City, New Jersey.

Announcement to the whole wide world

After nine years the "PERFECT PEERLESS" Calendar Company, with a slight change in management for 1929, is still very much in business despite insinuations and intimations broadcast throughout the trade.

For the tenth successive year the PERFECT PEERLESS Calendar Line will be ready for delivery to the trade on time despite any rumor to the contrary.

For the tenth successive year PERFECT PEERLESS Patented Calendar Pads and Stands will be the same high quality that has made them outstanding the world over—excellently printed on genuine bond paper to fit all calendar stands on the market.

For the tenth successive year PERFECT PEERLESS Patented Pads and Stands will be offered to the trade at "bottom prices."

We are in business to stay. Wire, write or phone us for the price on your 1929 requirements. (See our advertisement in another part of this journal.)

"PERFECT PEERLESS" Calendar Co.
203 South Dearborn Street
Chicago, Ill.

A Fast Selling Leader of a High Grade Line

The Invincible CONCEALED SAFE

Here in the Concealed Safe—a "Safe" concealed in a filing cabinet—an exclusive feature that is going over big, you have a display item of unusual business attraction value.

Dealers everywhere know, that for years, steel files have shown a general development copied by everybody. But, the Concealed Safe is new! It does not replace a prospective sale on any other item. It stands alone!

And more than that: the Concealed Safe built into an outstanding line of filing equipment broadens your sales of files purchased to match the one and only Concealed Safe.

Now, think it over and write us for details that will make you money.

The Invincible FAST SELLING No. 900 LINE

INVINCIBLE METAL FURNITURE CO.

MANITOWOC, WISCONSIN

NEW YORK
R. Orthwine
344 W. 34th St.

CHICAGO
E. E. Blankmeyer
133 W. Lake St.

LOS ANGELES
M. M. Corbett
1206 Santee St.

Syracuse Addressograph Agency Moves

The Addressograph Sales Agency, Syracuse, N. Y., recently moved to 267 West Erie Boulevard, opposite the new postoffice. They now have a ground floor location considerably larger than the former quarters, and are able to display their complete line and serve their customers to a better advantage.

W. G. Ryan is now manager of the Syracuse agency. He was recently transferred from the New York office, and prior to his connection there he was agency inspector with the company and special representative out of the Chicago office.

FRANK J. LA FERRIER

Mr. La Ferrier was recently appointed manager of the St. Paul office of the L. C. Smith and Corona Typewriters, Inc. Reference to this appointment was made on page 122 of Office Appliances for July.

Gem City Business College Year-Book

The Gem City Business College, Quincy, Ill., recently published its fifty-seventh annual year-book. This book contains a historical sketch of the school, description of courses, and a number of illustrations of various departments of the institution, as well as of students. The latter portion of the book is devoted to a number of testimonials from graduates and sketches of the successes made by many persons who have taken work at Gem City Business College.

This school is located in the Musselman building, erected by the owners of the institution for the purpose of housing it. It is said to be the finest and most completely equipped building ever erected to be used for commercial school purposes. Over nine hundred students were listed as in attendance during the year ending June 30, 1928.

High School Girl Wins Three Royal Awards

The Royal Typewriter Company, Inc., 316 Broadway, New York, N. Y., announces the winning of three Royal awards within a month by a Rockland, Me., high school girl, Miss Eleanor Young. This unusual triple-feat included the writing on two occasions of 97 words per minute with only two errors, and later a perfect record of 108 words per minute. Her success secured for her the awards of a Royal gold medal, a Royal model 10 typewriter, and a Royal portable.

Taylor Typewriter Co. Moves

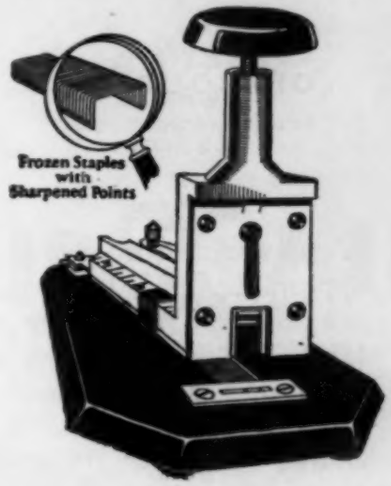
The Taylor Typewriter Company, formerly at 20 Washington street, Boston, Mass., recently moved to 2-B Portland street, where they are now open for business.

SPEED FASTENER

LEADS AGAIN!

TWO NEW MODELS FOR ½ IN. STAPLES!

Stapling 100 to 120 sheets of 16 lb. paper or its equivalent.



Model No. 13, for general office use, **List $6.50**

Model No. 213, stapling up to 11 in. from margin. **List $12.00**

PERPETUALLY GUARANTEED

½ In. Point Sharpened Speed Fastener Staples, **List, 50c per M.**

(In boxes of 1,000—10 boxes to carton).

Illustrated circulars on request.

PARROT SPEED FASTENERS CORP.

388 Broadway **New York City**

Appearance?

OF COURSE!

BUT NOT AT THE EXPENSE OF QUALITY

We appreciate the value of appearance. We know it is a definite sales argument, but B & G desks will never be built for appearance alone. Good looks, of course, but not at the expense of quality. Where quality, at moderate price, is wanted B & G desks still serve. Are you handling them?

Bentley & Gerwig

of Parkersburg, W. Va.

Have you seen the new model designed for home use? Ask for circular.

PASSED AWAY

Bessie Wellschlafer

The sympathy of members of this industry goes out to the relatives and friends of Miss Bessie Wellschlafer, whose tragic death by drowning on July 8 has saddened all those with whom she was associated during the brief twenty years of her life. Miss Wellschlafer was assistant to Harry A. Stevens, secretary-treasurer of the Miller Brothers Pen Company, Meriden, Conn.

Miss Wellschlafer, accompanied by her fiance, Chester Closson, and others went canoeing off Charles Island near Milford, Conn. The canoe capsized. Knowing that his fiancee could swim, Closson placed two girls who could not swim in a row-boat near by. Returning to help Miss Wellschlafer, he found she had disappeared. Members of the Milford Yacht Club found her body a short time afterward.

+ + +

Mother of Ralph Halpern Passes Away

Ralph Halpern, a well-known wholesale stationer located at 239 Fourth avenue, New York, N. Y., on July 2 lost his mother, Mrs. Gittel Halpern, at the age of 72 years. Mrs. Halpern died as a result of heart trouble, at her home at 67 St. Nicholas avenue. The funeral was held on July 4.

+ + +

Mrs. Trauring

Members of the office equipment industry join with Office Appliances in sympathy over the death of Mrs. Trauring, mother of A. J. Trauring, buyer for the Jaclin Stationery Company, 388 Broadway, New York, N. Y. Mrs. Trauring passed away late last month after a long illness.

+ + +

John A. Sherman

John A. Sherman, one of the pioneers of American envelope manufacture, passed away at Worcester, Mass. He founded the Sherman Envelope Company. Previously he had been superintendent of the Whitcomb Envelope Company, now operating as part of the United States Envelope Company. Mr. Sherman left the envelope field in 1920, and organized the Sherman Oil Burning System, of which he was president at the time of his passing.

+ + +

W. J. Hostetler

W. J. Hostetler passed away at Decatur, Ill., some weeks ago. He was secretary of the Review Printing & Stationery Company. Mr. Hostetler and his brother, Virgil N., started in the publishing business soon after they had finished their schooling. As a result of a newspaper consolidation they concentrated on book and job printing, and expanded the business into retail stationery lines.

+ + +

Max Millet

Max Millet passed away suddenly some weeks ago, leaving the widow and three children. The past thirteen years he had conducted a stationery store on Park Row, New York, N. Y.

+ + +

James L. Poucher

James L. Poucher, president of the Poucher Printing & Lithographing Company, Minneapolis, Minn., passed away suddenly at his home July 5. His widow and one daughter survive. Mr. Poucher was fifty-six years old. He was

Office people talk about the difference *the Spring Hinge makes*

This simple experiment has opened the door to specialty-selling profits for many a dealer.

Put *one* Johnson Pos-Chair in an office. Casually indicate to the one who uses it the advantages of correct sitting.

You can make up your mind that more Pos-Chairs are going into that office. Just as surely as though you had the order.

Never before in the office furniture field has conversation worked so effectively for retail dealers.

The Pos-Chair spring hinge back support keeps internal organs in *comfortable*, natural poise, whatever the sitting position.

JOHNSON

POS-CHAIR

BRINGS DEAD MINUTES TO LIFE

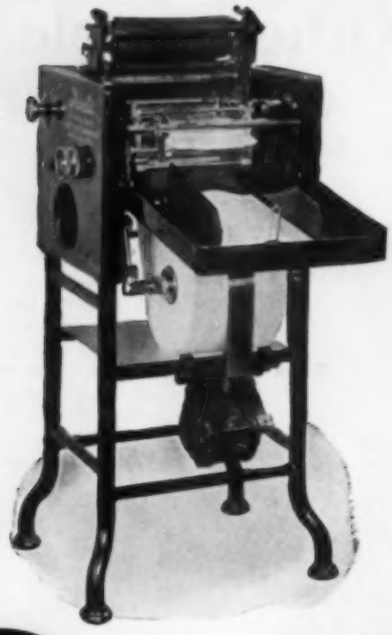
Aside from the patented exclusive features of the Pos-Chair, there are attractive merchandising elements to the Pos-Chair campaign. More co-operation than dealers have ever been offered before.

Get the full details at once. Don't let the opportunity for your town slip to someone more alert. Write for details. We will answer with a definite proposition for open territory.

JOHNSON CHAIR CO.
4401 West North Ave.
CHICAGO, ILL.

Johnson Chair Co.

Chairs for the Office



Rotaprint

is to Office Printing what Sterling is to Silver

THE mark of quality has rarely been found on office printing—simply because there has never been until now a machine which could produce quality printing in the average office.

But with ROTAPRINT you can put the sterling mark of quality on all your printing without sacrificing one jot of economy. ROTAPRINTING is actually *cheaper* than other methods because there are no cuts, electros, stencils, type or skilled labor required. A space five by five feet is all it occupies. And you can do more work on ROTAPRINT.

ROTAPRINT is a complete offset lithographing plant in itself. It produces the most beautiful of all printing with the least possible effort—and even the office boy can operate it.

If you can't make your letterheads, office and factory forms, sales bulletins, form letters, maps, charts, advertising matter, etc., truly representative of the quality of your business—if you want to speed up production and keep down costs—*lithograph* all your jobs on the ROTAPRINT. Write for complete information to the nearest ROTAPRINT office listed below.

REINER'S Rotaprint INC.

Suite 1106 One Park Avenue New York, N. Y.

AGENCIES

O. C. Haney Corporation....Los Angeles, Calif.
Ohio Rotaprint Corp.....Cleveland, Ohio
Ohio Rotaprint Corp.....Cincinnati, Ohio
Chicago Rotaprint Agency.....Chicago, Ill.
N. M. Minnix Co., Inc.....Washington, D. C.
Rotaprint Co. of Canada, Ltd..Toronto, Canada
Piedmont Rotaprint, Inc.....Atlanta, Ga.
Michigan Rotaprint Corp.....Detroit, Mich.
O. C. Haney Corp.....San Francisco, Calif.
Ohio Rotaprint Corp.....Toledo, Ohio
Rotaprint Sales Company of Va..Richmond, Va.
Clarke & Courts.....Galveston, Texas
Rochester Rotaprint Corp.....Rochester, N. Y.
Rotaprint Company of St. Louis..St. Louis, Mo.
Kansas City Rotaprint Company.Kansas City, Mo.
Rotaprint Sales Company of New England ..... Worcester, Mass.
Rotaprint Tulsa Company.....Tulsa, Okla.
Mr. Fred W. Pyman.....Madison, Wisc.

born in North Dakota, and moved to Minneapolis when a boy. He had been engaged with the Farnham Printing Company and other houses in that line until the establishment of the Poucher Printing & Lithographing Company in 1917.

E. E. Blankmeyer & Co. Handistand Distributors

The Harter Corporation, Sturgis, Mich., makers of Handistands for typewriters, adding machines, and other office machines, has appointed E. E. Blankmeyer & Co., 133 W. Lake St., Chicago, Ill., Central West representatives.

(New Machines and Devices—Continued from Page 33)

Hunt Triple Reservoir Speedball Lettering Pen

The C. Howard Hunt Pen Company, Camden, N. J., is making a new lettering pen known as the Triple Reservoir Speedball pen. The three ink reservoirs—one above, one

TRIPLE RESERVOIR SPEEDBALL PEN

below and a third under the marking tip—give considerable ink capacity, combined with safety of operation.

This pen has been developed for the convenience of professional and amateur commercial artists, providing a lettering pen which makes it possible to work with greater speed. This is due to the increased ink capacity which is achieved without augmenting the danger of ink blots. The new pen loads with a dip, like an ordinary pen.

The Triple Reservoir pen is made of extremely flexible steel and the feeders are made of spring bronze. The flexibility of the feeder facilitates cleaning the pen.

It is stated that the different styles of marking tips produce at a single stroke the elements of practically every commercial alphabet.

Putting Card Drawers on Railroad Tracks

Das System, one of our German contemporaries, describes and illustrates in one of its recent issues what appears to be a new idea in the use of card drawers. The device and its use are designated as the "Gudor system." The mechanical similarity between the Gudor system and the track arrangement of a railroad classification yard is striking. Card drawers to be used are set on flat trucks which run on single rails, in sets of four, clamped to the top surface of the table. These rails converge toward the user of the file and diverge toward the back of the table, so that the front faces of the drawers just miss touching each other when the drawers are out of the way at the back of the table. Each truck has near the front a center

Business needed this modern instrument

The New

CENTURY PROTECTOGRAPH

BUSINESS demanded a faster, more easily operated, more versatile, moderately priced check writer. Todd answered with the new Century Protectograph. It more than adequately fills this need. Here, at last, is a small machine in keeping with every modern business ideal of speed, convenience and adaptability. And at a price that makes it an unrivaled value!

To appreciate the outstanding superiority of the new Century you must test its speed, its fine balance and easy leverage, its quick adaptability to a variety of business forms, its certain visibility and the perfection of its work. Let a Todd representative demonstrate the new Century in your office and show you how it will introduce new speed and economy into routine amount-writing—on practically any kind of document! Only by actually seeing this handsome and splendidly built machine at work can you judge what an immense improvement it is—and what an unprecedented value!

* * * *

Todd Expansion Creates Opportunity for Salesmen

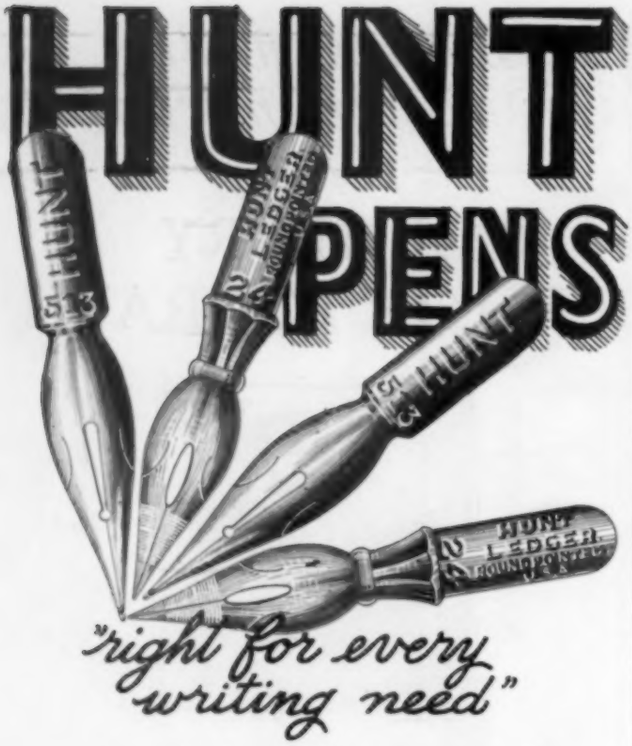
National advertising identifies the Todd name with the protection of bank accounts—business and personal. New models are being made for a constantly widening market. This era of expansion means opportunities for men who can qualify to represent a progressive organization. If you are interested, write to us at once. The Todd Company, Protectograph Division. (Est. 1899), 1129 University Ave., Rochester, N. Y. **Sole makers of the Protectograph, Super-Safety Checks and Todd Greenbac Checks.**

TODD SYSTEM OF CHECK PROTECTION

1 **The Protectograph** eliminates a large percentage of all check frauds by preventing **raised amounts.**

2 **Todd Greenbac Checks,** with their patented self-canceling features, prevent **change of payee's name, date** and **number** and **"counterfeiting."**

3 **Standard Forgery Bonds** cover the remaining check-fraud possibilities, namely, forgery of signature and forgery of endorsement.



HUNT PENS—Nationally advertised for over a quarter century

In This Plant

MANY thousands of **BOSTON** Sharpeners are made and sold every year — proof of the fact that there's a big profit-bearing demand for

BOSTON
PENCIL SHARPENERS

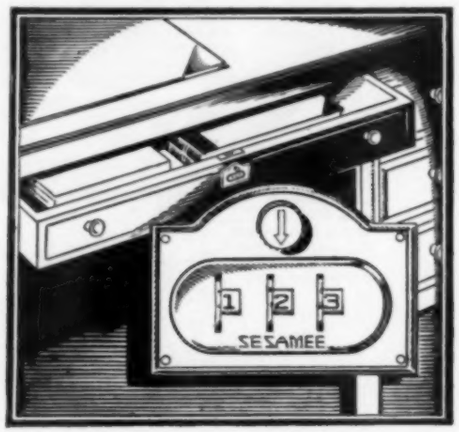
MODEL L—The popular price **BOSTON** advertised in the *Saturday Evening Post*. Handsome olive green finish.

C. HOWARD HUNT PEN COMPANY
Camden, N. J.

grooved wheel which runs on the track and guides the truck and, at the rear, two side wheels which run on the table and help to support the truck and its drawer. To use a drawer the file clerk grasps a small handle at the front of the truck and pulls the truck and drawer to the front of the table, where it automatically remains in position against a stop until the user no longer wants the drawer. A slight pressure on the release lever then allows the drawer to run, by gravity presumably, back to its original position at the rear of the table. A rubber bumper at the rear of each track eliminates the noise of contact. Two sets comprising together six or eight tracks, will accommodate as many drawers and make instantly available on an ordinary table or double pedestal desk any one or more of from 6,000 to 8,000 cards and still leave free for writing and other purposes the entire middle top surface of the desk, from front to rear, between the pedestals.

"Open Sesame"

The Office Specialty Manufacturing Company, Ltd., Newmarket, Ontario, Canada, is now fitting the "Sesamee" lock to its "Efficiency" desks, wood and steel, and also to the "Executive's" desks in its matched suite lines. "Sesamee" is a keyless lock which secures the center desk drawer, and thereby controls the pedestal drawers. A three-figure



"SESAMEE" DESK LOCK

combination is provided, which is set by the desk user for any numbers he desires, selecting a series which is easy to remember, or which has a special significance. The use of such a lock avoids carrying a key for the desk, and also eliminates the possibility of being locked out in case the desk key is lost.

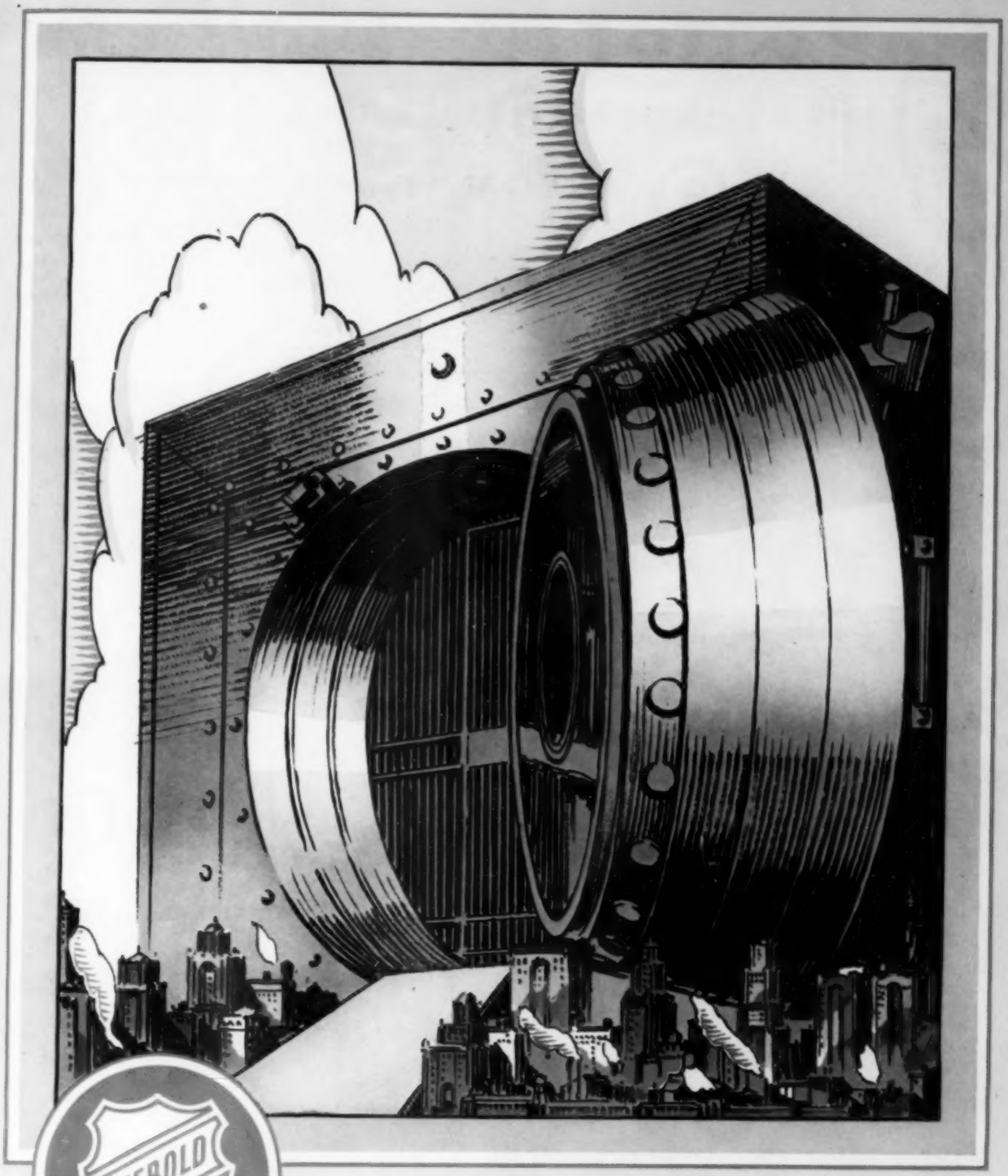
To operate the numbers are set up on the dial by flicking the wheels to the correct number, and then turning a knob which is placed above the combination dials. In case the user desires to leave the drawer unlocked this can be done by turning the wheels after the knob has been operated.

Some New European Devices

The Bobinographe is a new French desk memo device which uses a roll of paper for notes. By means of a crank the roll may be turned in either direction, so that previous notes may be brought into view for reference. The Bobinographe is 6⅜ inches wide by 7 inches deep and is 9¾ inches high. The general agent for the device is Fernand Despres, 61 Rue de Flandre, Paris (19e).

* * *

The Motabox is a new French desk tray stack made by the Etablissements Mota, 2 rue des Mariniers, Paris (14e). The principle is that of the single rod support running up



A DIEBOLD PROMISE

YOUR PROFITS AS A DIEBOLD DEALER ARE AS SURE AS DIEBOLD PROTECTION HAS BEEN FOR BANKS FOR OVER SEVENTY YEARS

WHY WE CAN PROMISE YOU PROFITS AS DIEBOLD DEALERS

THE FOUNDATION YOU BUILD ON

ADVERTISING · SUPERIOR LINE · SALES PROMOTION

Our National and Business Paper Advertising is reaching your prospects regularly and effectively.

Our beautiful descriptive catalogues, educational booklets and direct mail is constantly working for our dealers.

In the consideration of any major line you are interested primarily in two things. First, its quality, for you base the reputation of your business on it. Second, its profit possibilities, for you are in business to prosper. The Diebold line combines these two qualities in the highest degree possible. It is complete and every unit embodies formed steel angle construction that gives maximum protection with light weight. It is backed by the most complete advertising and merchandising campaign that modern sales methods have developed. It is producing results for our present dealers—that's why we can promise you profits as a Diebold Dealer.

Write us for a complete outline of our plan.

DIEBOLD SAFE & LOCK CO., CANTON, OHIO

DIEBOLD SAFE
ASK YOUR BANKER

See our display at the 1928 Annual Convention of the National Association of Stationers, Office Outfitters and Manufacturers, October 8th to 11th, 1928, West Baden, Indiana.

SEVEN BANKS *and truly* PORTABLE *with* CORONA Quality *built in*

at $60

Dealers have discovered in Corona '7', profits never before equalled in the adding machine field. Corona '7' weighs but 16 lbs. It occupies merely the space of a letterhead. Yet in it your customer buys full 7-column capacity, plus every feature of the most expensive machines.

Dealers today sell Corona '7' in quantities both over the counter and through cold canvassing. The discount to you is largest in the field. The sales price is lowest. That, plus Corona quality known throughout the world, spells opportunity.

Learn the full facts about the Corona Adding Machine line. Besides the Corona '7' at $60.00, there is Corona '10' (a 9-bank, standard size machine with full 10-column capacity) at just $100.00. Also the Corona Accounting Cashier, which combines Cash Register, Adding Machine, Sales Slip Register and Calculating Machine, at $175.00.

This man needs the Corona Portable Adding Machine. There are thousands like him in every city in America. In computing trial balances, in taking inventory, preparing financial statements, figuring delinquent accounts and a thousand other places, this convenient, swift adding machine pays for itself many times over.

Write for dealer's proposition and descriptive literature. A coupon is appended for your convenience. Mail coupon direct to Portable Adding Machine Company, Dept. 2-AG, 703 East Washington Street, Syracuse, New York.

Portable Adding Machine Co.,
Dept. 2 Ag., 703 E. Washington St.,
Syracuse, New York.

Without obligation, please send me details of your dealer plan for Corona '7', Corona '10' and the Corona Accounting Cashier.

Name .....

Address .....

City .....

State .....

CORONA
PORTABLE ADDING MACHINE

Sectional Equipment

Columbia sectional equipment—including both wide and half sections—is flexible and widely varied. It is readily adaptable to many uses.

It often affords the most convenient way to house departmental records in large businesses and public institutions. A California credit association, for example, uses a large number of Columbia six-drawer wide sections for 3x5" cards. This installation is shown above.

For the professional office, small business, or private office of an executive, a stack of sectional equipment provides accommodation in small space for records of many kinds and sizes. One such arrangement is illustrated below.

Columbia sectional equipment embodies every feature that makes for convenience, long service and attractive appearance. Each section is a full finished unit. The stacking device is very simple, so that units may easily be added or rearranged as requirements expand or change.

The complete sectional line is presented in a new and enlarged catalog now being prepared. Would you like to have a copy as soon as it is ready for distribution?

Columbia Steel Equipment Company

Office and Showroom
1735 Chestnut Street

P. O. Box 2244
Philadelphia, Pa.

COLUMBIA

A QUALITY LINE OF STEEL OFFICE EQUIPMENT

Chicago Salesrooms and Warehouse: 133-135 W. Lake Street

Telephone: Central 0645

through one of the corners of each tray, and the trays also swing on the supporting rod, which is fastened to a base.

* * *

The E. D. Midget Universal model postal franking machine is a recent new product of the Universal Postal Frankers, Ltd., 99 Regent street, London, W. 1.

* * *

A new machine for testing typewriter ribbons and carbon papers at a rate of from 5,500 to 6,000 impressions per minute has been constructed by G. Albrecht, Niebuhrstrasse 65, Charlottenburg 4, Germany.

* * *

The Vitadresse, or Rapid Addressing machine, is a new simple addressing machine which is supplied in both hand and electric motor operated models and uses stencil address plates. The Vitadresse is sold by the firm, Machine du Bureau Moderne, 83 Rue Lafayette, Paris.

An Innovation in Card Files

The firm of Heinrich Zeiss, Frankfort-on-the-Main, Germany, has a new type of card drawer, one of the distinguishing features of which is that the cards do not rest on the bottom of the drawer, but are suspended by means of clips placed on the sides of the cards and having slots which rest upon the two tracks running along the top of the lateral walls of the drawer. The clips are readily attachable and detachable.

Desk Tray for General Office Use

The E. E. Blankmeyer Company, 133 West Lake street, Chicago, Ill., is distributor for the "Worthmore" desk tray. This item commands a ready sale for all purposes requiring ready reference to correspondence, orders and other business papers. It provides for vertical filing, and is equipped with A-Z guides. Two sizes are built—for letter and cap sizes. Both sizes have follower rod and block. Rubber feet protect any surface upon which the tray may be placed. The tray is made of steel, finished in olive green. This product is well made and neatly finished. It is manufactured on a volume production basis, in order to establish a price for popular acceptance.

"WORTHMORE" DESK TRAY

Annual Sheaffer Picnic August 4

The annual picnic of the W. A. Sheaffer Pen Company will be held at Fort Madison, Iowa, Saturday, August 4. Extended preparation has organized a great day of athletics, entertainment, delectable edibles and outdoor recreation. Previous Sheaffer outings have been enjoyed greatly by trade visitors, as well as home folks, and many are planning to attend from out of town.

Tell that fellow who parks his head under your hat to do his own work first.—The Webster Way (F. S. Webster Company, Inc.).

FOX Flexible Desk Pad

Fast Selling FOX Specialties

THE Fox Office Specialties are always in constant demand. Having a reputation all their own, they have established themselves as sure profit makers.

The beauty and utility of the Fox products are the results of up-to-the-minute creations. An exact knowledge of the requirements of the modern office has enabled us to produce our line of specialties.

Fox Office Specialties are bound to make more sales for you. Write for our new complete catalog containing countless profitable items.

Other FOX Specialties

Velour Cushions
Felt Chair Pads
Buttonless Cushions
Ventilated Cushions
Leather Desk Trays
Glass Letter Trays
Folding Desk Pads
DeLuxe Desk Pads
Embossed Work Distributors
Glass Desk Pads
Embossed Telephone Book Covers
Window Ventilators
and many other office necessities.

GEO. E. FOX & CO.

325 W. Ohio St. Chicago, Ill.

A. H. Denny, 356 Broadway, New York
New York Representative

Schubert Office Specialty Co., 1405 S. Hill St., Los Angeles, Cal., Pacific Coast Distributor

Send Coupon for NEW Complete Catalog

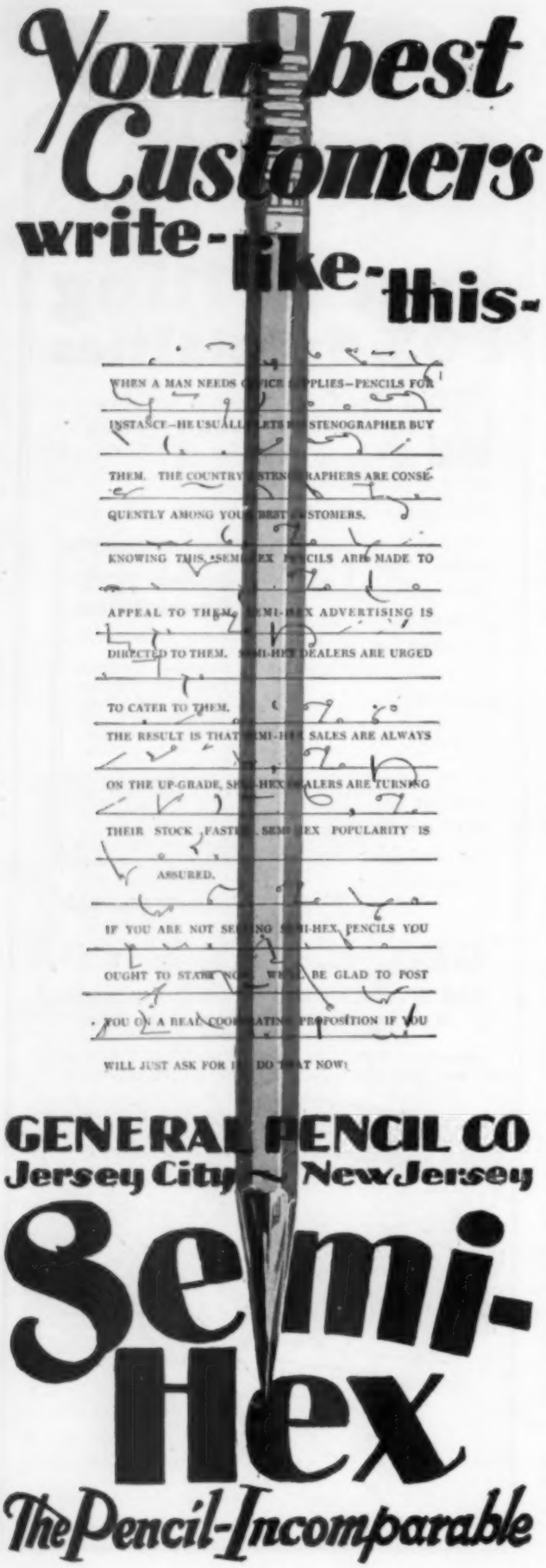
Geo. E. Fox & Co.,
325 W. Ohio Street,
Chicago, Ill.

Gentlemen:—
We are interested. Please send us your new complete catalog and price list.

Name .....

Address .....

City..... State.....



The Guest Book

Mr. English Speaks on Situation Abroad

Robert H. English, European director of the Reliable Typewriter & Adding Machine Company, Chicago, called upon us late in June.

Mr. English came to Chicago for a conference with Reliable company executives and to investigate some other articles of office equipment with the object of their sale in Europe.

Although Mr. English has been abroad for the Reliable company for but three and a half years, he had considerable experience there before taking up his business career. A captain in the Rainbow division during the war, he had some thrilling experiences in special service on which he was detailed. At the Peace Conference he was an officer of the special military guard, and served with the interpretors.

At the completion of his military service Mr. English attended the University of Lyons and upon his return to the United States took employment with the foreign department of Armour & Company, Chicago. While there he taught Spanish in night classes at the Y. M. C. A. He speaks French, Spanish and Italian and has recently taken up the study of German.

Upon his return to France to represent the Reliable company, Mr. English was married to a charming young French lady whose acquaintance he had made while pursuing his studies at Lyons. Mrs. English is a practicing dental surgeon in Paris, one of the few women in that profession in France.

Mr. English views the future of the office equipment business abroad with optimism. Progress is to be made, not by spectacular methods but by persistent, intelligent effort conducted in accordance with the business customs and practices of each country. Effort that disregards the different viewpoints of the several countries is practically futile. United States manufacturers who are successful in the European market are those whose methods conform to the general practice in each country.

The June 18 issue of the "Hotel Pennsylvania Daily," which is the newspaper organ of that New York City guest-house, contained the report of an interview with Mr. and Mrs. English in which Mr. English states in effect that Europeans are receptive toward United States office equipment. "My business is especially good in France, Sweden and Norway, but other lines go better in other countries," he is quoted as saying. "We have some difficulty in Germany because the Germans manufacture office machines and naturally give us stiff competition. However, their tariff cannot be called prohibitive; in fact, it is even lower than that of France."

Mrs. English, the story continues, stated that although New York had fulfilled all her expectations, she preferred the slower pace of Paris. She finds her American husband gives her greater consideration and freedom than do most French spouses. When a French girl marries she loses all property and civil rights. She cannot even take out a safe deposit box in a bank without her husband's consent. She cannot sign a check unless he countersigns it. He can desert her and she has no redress. No, the French wife is not to be envied, according to Mrs. English. Rather, it is the American woman who is lucky.

THEODORE F. PEIRCE, president, Pacific Desk Company, Los Angeles, gave us the pleasure of a call on July 23. Mr. Peirce had returned to Chicago two weeks earlier from a trip east and had about completed his business in Chicago when he met with a painful accident that confined him to

Esterbrook Pen Pointers

Better merchandising of better merchandise means greater satisfaction for everybody

Published by the Esterbrook Pen Co., Camden, N. J

Now Esterbrook PEN-HOLDERS!

with all *the qualities that bring ready sales:*

brilliant color—perfect balance—true quality—wide variety—comfortable finger-grips—clean, off-the-paper tips.

ESTERBROOK proudly announces a *new* accession to its family of fast-selling stationery needs—the Esterbrook penholder!

We realized that a penholder bearing our name, with its seventy-year reputation for finest quality, would give you *extra* penholder sales.

But we insisted that any penholder bearing our name be *right*. We couldn't *buy*—at a reasonable cost—the kind of penholder we were looking for.

So we bought a whole penholder *factory!*

There we can experiment, change, improve, and produce on a scale that makes low price possible. For a *year we* have been working on *the penholder* we can *proudly* call "Esterbrook."

Now it's here!

A new flash of color! A new finish—mirror-bright, tough, hard! New grips! New balance! New, supreme quality! That's the Esterbrook penholder!

And it comes in assortments that *sell!* Skilfully chosen to suit all tastes, these assortments make a brilliant, eye-compelling display. The *price* is right, too! With a good profit to you, these penholders sell at 5¢ each!

Your stationery wholesaler now has these quick-turning assortments in stock. Order *now*—there's still time to get them for school business!

Write to us for descriptive circular

No. 1261 Flat Top
60"x34"x30" High

Imperial DESKS

for every office use

The moderate prices and high quality will surprise you.

THE EVER INCREASING DEMAND

for turned leg and period design desks has brought this new line into immediate popularity. You can sell this Imperial 1200 Line in your store almost as often as you show it to an interested prospect. Furthermore, it will bring customers into your store if displayed occasionally in your window.

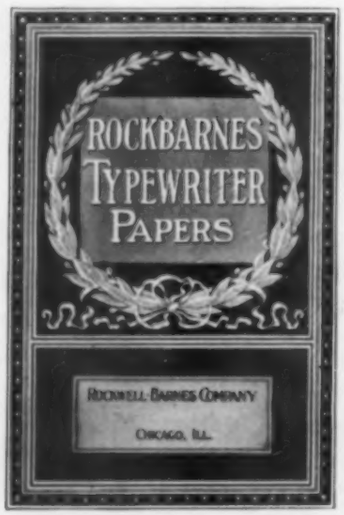
Write for illustrations of the 1200 and 1400 Grades.

Imperial DESKS for every office use

IMPERIAL DESK COMPANY

EVANSVILLE *INDIANA*

ROCKBARNES



BOXED

TYPEWRITER PAPERS

and MANUSCRIPT COVERS

GRADES AND WEIGHTS FOR ALL PURPOSES.

UNIFORM QUALITY.

HANDSOMELY BOXED IN GRAY LITHOGRAPHED BOXES—MAKING ATTRACTIVE DISPLAY MATERIAL.

Write for CATALOG No. 1025,
AND EXCLUSIVE DEALER PROPOSITION.

ROCKWELL-BARNES COMPANY

1511 WEST 38TH STREET CHICAGO ILLINOIS

his hotel for ten days. When boarding a Michigan avenue motor bus his foot slipped from the bottom step, causing his leg near the knee to strike against the upper step. The injury was severe but was sufficiently overcome by the twenty-third to permit departure for home. A visit with "Ted" Peirce always adds to the joy of the day and gives us something worth while to think about.

G. M. HOWE, president of the Burns Typewriter Company, Buffalo, N. Y. pulled our latchstring last month on his way home from a six months tour of the west. Mr. and Mrs. Howe are devoted to nature study and find delight in travel out of the beaten paths. Some starting points on the trip were Yellowstone, Salt Lake and the Royal Gorge.

R. C. ("BOB") MACKE, Rochester, N. Y., who was for many years eastern manager for the Tatum interests, paid a visit to this journal on June 29. A sketch of Mr. Macke appears elsewhere.

MATT M. CORBETT of Los Angeles, the Pacific Coast representative for Invincible Metal Furniture Company, Western Furniture Company, and The Schwab Safe Company, called on Office Appliances on July 18.

E. E. SHANKS of the Office Supply Company, Los Angeles, Calif., called on us Thursday, July 19.

New York Guest Book

J. REID ADAM of Kenrick-Jefferson, Ltd., West Bromwich, England, dropped in for a visit on May 25.

* *

CHAS. A. SLINGERLAND, representative of Remington-Rand, Inc., Buffalo, N. Y., covering the Philippines, China, and Japan, visited the office on June 6.

* *

HAUS GYSIN of Switzerland was in the office for a visit on July 3.

* *

GEORGE E. BIRD of Western Springs, Ill., representative of the General Fireproofing Co., Youngstown, Ohio, called on July 14.

Albert Abrams Recovers from Serious Illness

Soon after the Fifth District Regional meeting in Columbus April 26 and 27, Albert B. Abrams of New York City, publisher of The Modern Stationer and other publications, was brought down by an attack of pneumonia. His condition for some time was extremely serious, but thanks to a rugged constitution and first-class nursing and medical care, the enemy was routed and Mr. Abrams is free of the malady. He has just been discharged from the hospital and is resting and regaining strength at home. He says that it will be some weeks before he will return to his desk.

Mr. Abrams' many other friends will join Office Appliances in rejoicing over his recovery.

Address of Charles Chenoweth Wanted

Mr. Bernard of the Adolph Swartz Company, Walnut and Juniper streets, Philadelphia, Penna., wishes the address of Charles Chenoweth, who was formerly manager of the Buffalo Typewriter Emporium's branch at 204 Cherry street, Jamestown, N. Y. Later he was employed by the same concern at 307 Main street, Buffalo, N. Y.

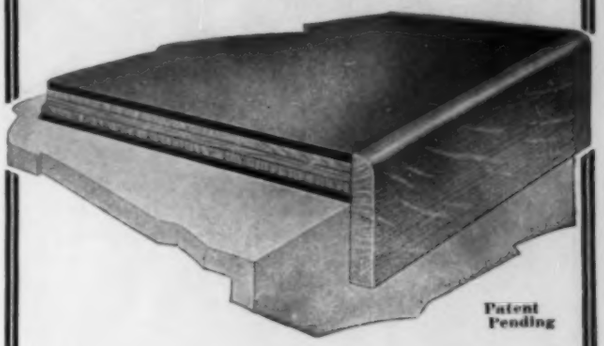
It is stated that Mr. Chenoweth drove a 1926 Willys-Knight sedan at one time. He understands typewriters, adding machines and office equipment, and doubtless is connected with these lines of business. He is described as a man about six feet tall, with slender features. He is said to be American-born, of German descent.

Anyone who knows Mr. Chenoweth's whereabouts will confer a favor by informing the Adolph Swartz Company, attention of Mr. Bernard.

NEO-PLY TRADE MARK

SHELL TOPS

FOR DESKS, TABLES, COUNTER HEIGHT FILES, ETC.



This top is made to fit over any surface; giving a finished and solid appearance.

It is made on the exclusive Wagemaker Neo-Ply principle, linoleum top and bottom, assuring absolute flatness.

Neo-Ply Shell Tops are used extensively for desks and tables. The banding is made wide enough to cover the edges.

They are particularly adapted for making a finished counter of counter height files.

Furnished with green, brown or black linoleum banding in any finish.

You will recognize a frequent need for these among your customers. Mail coupon for sample and prices.

Name .....

Address .....

City ..... *State* .....

Wagemaker Company
Grand Rapids, Michigan

Heyer by Name—Lower in Price!

When a concern thinks of buying a duplicating machine, in these days of close figuring and hand-to-mouth purchasing, they're very likely to look at the price *first*.

And that's where you get them interested, when you sell the *Heyer Rotary Lettergraph*. You can set their minds at rest as soon as the price question comes up.

"Yes! Gentlemen* $35.00 *that's all!"

And the price practically clinches the sale!

It seems almost unbelievable that any machine so well built—so capable of turning out the highest quality of work, quickly, effortlessly, and at low cost, can be had at the price asked for the

HEYER - Rotary - TRADE MARK - Lettergraph

The reason is simplicity of design—low manufacturing cost—volume production. And withal, there's no sacrifice in quality anywhere. Look at the work it does, and be convinced! It copies anything typed, written or drawn, in one color or more, from postcard size to a 9x15 sheet, and at an operating cost of approximately 25c per 1,000 copies (exclusive of stationery).

Bring this trade to *your* store. There's an *attractive margin* in the Lettergraph. Write us and we'll give you the proposition.

The Heyer Duplicator Co., Inc.

Manufacturers Since 1903

945 W. Jackson Blvd. Chicago, Ill.

Rhode Island Stationers Outing at Plum Beach

On July 11, the Rhode Island Stationers held their 1928 Outing at Plum Beach, Saunderstown, R. I. The members and guests who attended were transported from Providence to Plum Beach by two large busses in addition to many private automobiles.

A program of games and recreation started immediately after the arrival at the Beach, everybody joining in the play with enthusiasm. Swimming and golfing were included in the activities of some of the members.

The afternoon of exercise made everyone welcome the big event of the Outing, "A Shore Dinner," for which Rhode Island is noted. One hundred guests and members were served.

The many prizes that were awarded to the winners of the events held in the afternoon were donated by the following concerns: Wahl Pen Company, L. E. Waterman Pen Company, Moore Pen Company, Sengbusch Self Closing Inkstand Company, Parker Pen Company, Adams, Cushing & Foster, Carter's Ink Company, LeBoeuf Pen Company, Eggens-Hambler Company, Hampshire Paper Company, Whiting Paper Company, C. Howard Hunt Pen Company, G. & C. Merriam Company, Housh Album Company, W. C. Horn Bro. & Co., Esterbrook Steel Pen Company, Stationers Specialty Corporation, New York Consolidated Card Company, United States Playing Card Company, American Manufacturing Company, Rhode Island News Company, Conklin Pen Company, E. J. Cadigan Company, William Haggerty, Samuel Ward Manufacturing Company, Eaton, Crane & Pike Company, Boorum & Pease Company, Erie Art Metal Company, Dennison Manufacturing Company, Whiting-Cook, Inc., Automatic Pencil Sharpener Company, Trussell Manufacturing Company, E. C. Miles. The prizes played no small part in making the outing a success.

The biggest surprise and the most heartily approved event of the day was the presentation of a box of chocolates to everyone present. The following made this event possible by contributing to the candy fund: Art Steel Company, Bainbridge, Kimpton & Haupt, Irving-Pitt Manufacturing Company, Harry Ferry, National FiberstoK Envelope Company, Thomas Stonehouse, S. S. Stafford, Inc., Frank E. Weeks Manufacturing Company, F. S. Webster Company, Wilson-Jones Company, S. E. & M. Vernon, Inc.

A. S. Wheeler Buys Hartford Typewriter Exchange

A. S. Wheeler has recently purchased the Hartford General Typewriter Exchange, 119 Pearl street, Hartford, Conn., one of the oldest and largest typewriter exchanges in that vicinity. He assumed active management immediately.

Mr. Wheeler was most recently with the Hammond Typewriter Company, remaining with them when the name was changed to Varityper, Inc., and leaving them only a short time ago. Prior to his connection with Hammond, he was in charge of the factory making the old Victor standard typewriter. Before that time, he held a responsible position with the F. S. Webster Company at Boston.

Office Appliances wishes Mr. Wheeler well in his new venture.

Bene's, Inc., Take Newer and Larger Quarters

Bene's, Inc., of Providence, R. I., recently moved from their quarters at 26 Custom House street, into newer and larger quarters in the New Industrial Trust building.

A large display of steel cases and Terrill's steel equipment will be featured in conjunction with the stationery and printing departments, Benjamin Agronick, president, continues to be in active management of the organization.

The Sad Case of the Short-Legged Man

AN UNAVOIDABLE TRAGEDY

Taking two steps to his tall friend's one, breaking into a run to keep up, panting, and always a little behind, the short-legged man may get there, but it's a fearful grind and he's not much good for any further effort.

Thousands of figure workers are handicapped by old-fashioned, scratch-pad methods or inadequate short-legged tools, necessitating many futile mental and physical steps. Lengthen their stride with a Monroe—free them from the constant fear of error, and give them a chance to broaden their fields of usefulness.

Then they will be able to give you those vital figures about your business you have always wanted and needed—which, without a Monroe, they have never had time or energy to work out for you.

Get All the Figures With this One Simple Machine

The new Series 3 Monroe is the machine for all the figuring in every office—the adding-calculator of universal use.

It divides, multiplies, subtracts—as easily as it adds.

It will figure invoices, payrolls, costs, inventories, estimates, percentages, commissions, interest charges, ratios of turnover or depreciation, without the necessity of setting levers to change from one mathematical operation to another.

Automatic visible proof, step by step, eliminates re-checking.

Your own figures are the best test

Let's see what a Monroe will do with your figures. We'll put the Series 3 in your office and show your clerks how to use short-cuts that have been worked out in businesses similar to yours. No obligation whatsoever to buy if you don't think the Monroe will save you time, money and labor. Telephone the Monroe office in your city or write our home office.

SERIES 3 AUTOMATIC MONROE ADDING-CALCULATOR

MONROE

HIGH SPEED ADDING-CALCULATOR

MONROE CALCULATING MACHINE COMPANY, Inc., Orange, New Jersey

Sales Offices and Service Stations in all principal cities of the United States and throughout the world

Send this coupon

MONROE CALCULATING MACHINE, CO., Inc., Orange, New Jersey

Please send me literature describing the New Series 3 Monroe Adding-Calculator.

Name.....

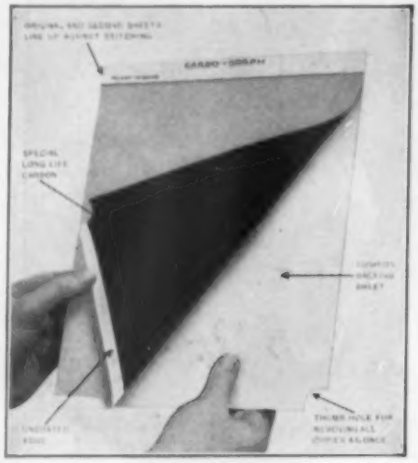
Firm.....

Address.....

You Can Quickly Build Up a Profitable Ribbon and Carbon Business

WITH

CARBO-GRAPH CARBON BINDERS and **PHILCO RIBBONS IN HUMIDORS**



No Sales Resistance

The new Carbo-Graph opens every office door and introduces you to every buyer. THE HUMIDOR increases sales and eliminates the expensive coupon book system.

Write for samples and our new descriptive catalogue, or better still send in a trial order and get started NOW.

PHILLIPS RIBBON & CARBON CO.,

BRIGHTON STATION INCORPORATED ROCHESTER, NEW YORK

NORCOR

The "Better-Way" Method in Steel Card Files

STYLE 912

STYLE 835D

STYLE 136

STYLE 835

NORCOR Files cost no more than others and yet enable you to offer your customers improved filing methods that mean more satisfaction for every sale.

And dealers who carry a stock of NORCOR files are enjoying a constantly increasing demand for this improved type of file—and the margin of profit is very high.

Let us send you our complete illustrated catalogue and Dealer's Proposition.

Eastern Distributor

I. D. L. Mfg. Corporation
200 Hudson St. at Canal
New York, N. Y.

MANUFACTURED BY THE STAMPING DIVISION OF THE
NORCOR NORTHERN CORRUGATING CO. NORCOR
GREEN BAY, WISCONSIN

Progress of U. S. Simplification Program

The monthly bulletin of the division of simplified practice, United States Department of Commerce, reports advancements along several lines.

Sufficient acceptances have been received from producers, distributors and users of composition books to permit the establishment of formal procedure. Simplified Practice Recommendation No. 84 will be effective September 1, 1928. The recommendation reduces the number of composition books from eighty-six to forty-one.

A preliminary conference of manufacturers of shipping tags held at Washington considered a report based on a survey of varieties in the industry. A discussion of the report disclosed the fact that further study by a committee would be necessary to arrive at a final recommendation to be considered at a general conference of all interests. The committee was appointed to consider nomenclature to clear up description of stocks, including thicknesses, sizes of tags and color of stock.

Floral Calendar a Baltimore Attraction

Baltimore boasts an unusual calendar, which is an attractive feature of Preston Gardens, a city boulevard parkway. The gardens face St. Paul street, an important traffic artery. Many of the business women of the city use this boulevard, and as they enter the downtown district they see Baltimore's floral calendar. A bed of colored plants tell the day, date and year. The idea was developed by a worker in the park district. The site selected had been used for a flower garden, but was changed to a utilitarian purpose. The background of the calendar is bright green, and the letters and figures are dark green. Just after dawn the park gardeners arrive with boxes of plants in earth, and make the necessary changes in the bed to indicate the day and date. Once a twelvemonth the year is changed.

It seems that a pleasant time is had by all in Baltimore.

Sr. L. Jofre of Chile Visits in Chicago

Sr. L. Jofre, of Curphey y Jofre, Ltda., Valparaiso and Santiago, Chile, was a visitor in the United States during August. Curphey y Jofre, Ltda., have been Mimeograph dealers for many years. Sr. Jofre was on a pleasure trip to Europe, and made a special visit to the factory of the A. B. Dick Company to become familiar with its operations, and to meet the personnel of the home office. He reports conditions very good in his country. Money is plentiful and the future outlook for business is very promising. The political differences between Chile and Peru have been settled amicably. Business relations have been restored, each country re-establishing its consulates after twenty-five years of disaccord.

Local Business Show at San Antonio

The Maverick-Clarke Lithographing Company, San Antonio, Texas, will conduct a business show August 6-10. This is the opening of the fall trading season, and the exhibits will bring before the San Antonio public the latest ideas in business systems, appliances and equipment. Display booths will show office duplicating machines, both metal and stencil types, typewriters and other office equipment. Typewriting contests will be held. A news bulletin telling about the activities of the business show is to be published every four hours.

Ribbon and Carbon Man on Chamber Directory

U. G. Frondorf, of The Ault & Wiborg China Company, was elected a member of the board of directors, American Chamber of Commerce, Shanghai, China, at the annual election. Mr. Frondorf is also a member of the entertainment committee and of the committee of thirty.

ABOVE is EDCO 1531 Typewriter Desk in plain white oak. This model is also furnished in walnut.

Bid with safety

Evansville dealers welcome competition. They can bid with safety for any furniture contract. From office boy to president, the line meets all requirements. Because the EDCO Line contains the right desk for every purpose.

Let us send you catalog and details of this satisfactory, business-getting line.

Evansville Desk Co.

EVANSVILLE, INDIANA

BELOW is EDCO 721 double sanitary desk, made of plain white oak with writing beds and drawer fronts of quartered oak. Made in 60 and 54-inch lengths and also in walnut.

THE
International
OFFICE EQUIPMENT
EXPOSITION
New Orleans, La.

The Time
Oct. 29th to Nov. 3rd, 1928
Inclusive

The Place
Permanent International
Trade Exhibition Building

Do You Know

New Orleans?

The Management
Tate Exposition Co.
Incorporated
225 Broadway New York City

NEW ORLEANS REPRESENTATIVE
J. F. Lewis, Exhibition Bldg.

The Way of Typewriter Forgers Is Hard

The New York Sun recently carried a news story quoting at some length a "typewriter expert" on the subject of the use of the typewriter in forgery. The expert marvels at the general stupidity of criminals—as well as at the specific stupidity exhibited by them when they attempt to employ a typewriter in a forgery, since it is generally known today that typewriters are as individual as human beings.

"The typewriter is absolutely the worst instrument that a forger could use," opines the expert.

"It has been the custom of manufacturers to change the type from time to time in the various machines. Experts whose business it is to know typewriters better than a surgeon knows physiology keeps a very careful record of all these type changes. We keep track of machine numbers and of the dates when alterations were made. If somebody, therefore, tries to palm off as a 1900 letter or document some letter or document which was actually written in 1928, we can tell it at once.

"Eight makes of typewriters," continues the expert, "do practically ninety-eight per cent of all the typing in the world (sic!), so it is not very hard, usually, to discover which make of machine was used to do any certain piece of work. It is a job of measuring and comparing type, and of identifying the little peculiarities of the machine that was used."

Photographs enlarged 2,500 times can now be made of typewriter type. Any variations in such a mechanical thing as a typewriter are likely to be quite apparent. Type size and spacing, such as pica, which is generally ten to the inch, and elite, which is generally twelve to the inch, are often sufficient clues to identify what machine did a certain piece of writing. Usually there are little defects in a given machine which will "give away" any attempt to use it in falsifying.

The touch of almost every person is in some way unique. "It is quite possible," states the expert, "after having studied the typewriting of one person to identify it at any future time, through the pecularities of his touch and spacing. Everybody who uses the typewriter manages somehow to get his own personality into the machine."

So-called ink eradicators, although excellent for all ordinary purposes, do not "eradicate" for criminal purposes. The slight yellowish stain left on a piece of paper after one has bleached out an ink mark with an ink eradicator, will be clearly indicated in a photograph.

Among other tools used by typewriter experts are very fine glass gauges and measuring rods.

"Our courts now recognize the importance of the typewriter expert testimony, and call in the expert at once when there is a suspicion of crooked work with a typewriter. Science has now so entered into the game that a typewriter forgery can hardly succeed. It almost invariably leads to discovery and prison—but men still try to beat an impossible game."

"A. R. A." Breaks Into "Liberty"

Liberty, the Chicago weekly, gave A. R. Ames, president of the Ames Supply Company, an opportunity to grace the popular prints. "Selling Subs for Mags" is a narrative of modern high pulchritude in merchandising. Glib, attractive young women sell subscriptions to a chain of magazines—or failing in that, sell a link or two. The heroine of the tale had various experiences, both up and down, and finally arrived at the office of the Ames Supply Company. The jovial magnate of typewriter parts was polite, and submissive to the point of giving an order. However, his son ridiculed the transaction, teasing his father, and the fair solicitor left without closing for a single mag.

Servibus —COMBINATION VAULT TRUCK and LEDGER REFERENCE RACK

Saves Time—Saves Work—Saves Floor Space

A convenience for the entire office force

(PATENT APPLIED FOR)

¶The Servibus shown in this illustration is designed to accommodate twelve loose leaf ledgers, for either machine or pen posting. Six ledgers are accessible from the front, and six from the rear.

¶The Servibus provides a place for each book, and any account in any ledger may be easily and quickly referred to without removing the ledger from the rack. The books need be taken out only for posting.

¶The sliding shelves—each carrying two ledgers—are suspended on steel roller-bearings, and glide in and out easily and noiselessly. The ball-bearing, rubber tire wheels make it easy to move this outfit in and out of the vault, and to any position on the office floor.

¶Your Accounting Department may have a problem that can be solved with the Servibus or other special construction steel equipment of our manufacture. We build to meet your requirements.

Write for Steel Equipment Booklet No. 417

LEFEBURE CORPORATION
ORIGINATORS and MANUFACTURERS
CEDAR RAPIDS, IOWA, U. S. A.

GOES STEEL LITHO

Certificates & Bordered Blanks

This NEW LINE is composed of 16 styles including Certificates with the regular corporation wording upon them, open faced or blank body Certificates, Bordered Blanks, and a beautiful series of Common and Preferred Certificates.

A complete sample set is yours for the asking.

Be prepared! Have these beautiful new samples at hand for your next prospect.

SO beautiful, so impressive, so inherently suggestive of value are these new Goes Blanks that they are certain to fascinate you—to win your immediate approval.

Each time you finger one, you will instinctively admire the beautiful cuttings of the engraver's needle, the sharpness and the detail of fine lithography, and the crackle and the enduring qualities of fine Goes Linen Bond paper.

This beautiful new line of Blanks has been designed and produced to meet a persistent and constantly increasing demand for a line of *Lithographed* Stock Certificates and Bordered Blanks of exceptional quality—a line of *Lithographed* Blanks which will reflect the value of every issue printed upon them and the merit of every organization which uses them—*a line of Blanks high in quality, rich in appearance, yet reasonable in price.*

GOES LITHOGRAPHING COMPANY
49 West 61st St., Chicago

(38a6A)

MUNSON QUALITY LEADS

MUNSON International Rubber Typewriter Keys, with their unusual resiliency, long life and Superior Quality, are the choice of typists who make a point of production and excellence in their work.

Highest grade materials and expert workmanship have placed Munson Keys in a class by themselves. No free goods nor premiums are offered with this merchandise.

Munson Keys are widely known; the demand exists and it only remains for you to take advantage of this active market. It means not only excellent profits but new, satisfied and permanent customers.

MUNSON SUPPLY COMPANY, 340 HUDSON ST. NEW YORK

Showing how Add-A-Unit Sections stack and how they may be rearranged.

For Departmental Files and Growing Businesses

BENTSON *Add-A-Unit* SECTIONS

These add-a-unit sections are especially convenient for various department files in large business and public institutions and for smaller firms whose filing space need not be large but must provide for many different sizes and shapes of records.

Legal blank, card and letter file sections are shown as well as storage section, top and base. Sections are also provided for check files and documents, filling out an extensive, adaptable line. The sections are neatly constructed with acetylene welded corners and the same drawer suspension as in our commercial grade vertical files.

Showing how perfectly the sections stack

The BENTSON MFG. CO.
Aurora Illinois

New York Representative: A. H. Denny, Inc. 356 Broadway, near Leonard St.

Price list with full information and discounts to dealers on request.

C. W. Allen Now Active with Carter & Allen, Inc.

C. W. Allen, son of Bert A. Allen, head of Carter & Allen, Inc., 305 West Monroe street, Chicago, western branch of Mittag & Volger, Inc., is now actively associated with his father in the management of the western business. He has been vice-president of the Carter & Allen organization for some time, but has devoted his principal attention to other business interests. These he has now given up, and beginning July 1, has turned his exclusive attention to the ribbon and carbon business. He is a prepossessing young man of vigorous physique and fine intellectual equipment. The experience he has had in another important industry has familiarized him with general business principles and practice, and he is rapidly mastering the special information necessary in his new position.

Horace Severance and Family in Colorado

Horace W. Severance of the Chicago Binder & File Company, with his wife and little daughter are spending a couple of months at Stapp's lakes Lodge at the foot of Mt. Audubon, Ward, Colo. Mr. Severance recently experienced a slight recurrence of a pulmonary trouble which resulted from being gassed during the war. He is already feeling the beneficial effects of the mountain air in the Switzerland of America and expects to be entirely himself again with the two months allotted for his vacation period.

The Lodge is a beautifully situated place and is both picturesque and comfortable. It is built of logs and at one end of the lobby is an enormous stone fireplace with all the old-fashioned accessories. The furniture partakes of the old Colonial, but it is the last word in comfort.

Royal Inventor Visits Miami Royal Branch

The Miami, Fla., branch of the Royal Typewriter Company, Inc., was honored by a visit in July from Vice-President E. B. Hess, the inventor of the Royal. Mr. Hess maintains a winter home in Florida, where he spends much of his time. His trip to Miami was primarily to attend the national convention of Elks, which was held during the second week in July. He returned to his home in Orlando at the conclusion of the convention.

The Miami branch is enjoying its new location at 212 North East Second street, which location enables them better to serve their trade.

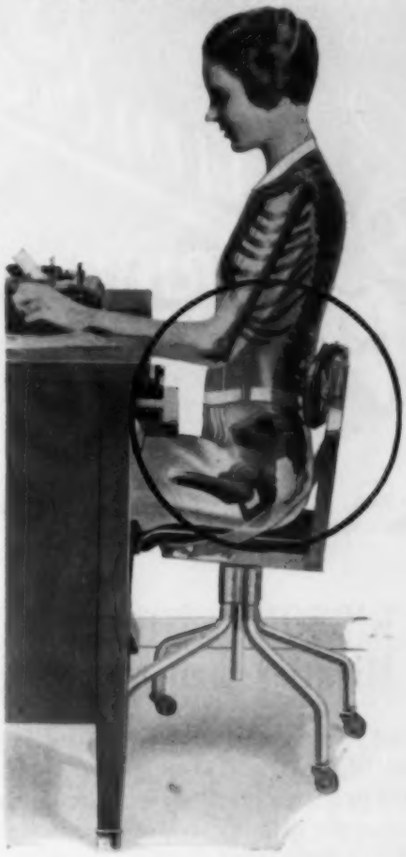
L. S. White has recently joined the sales force of the Miami branch as city salesman.

Awards Made in "Y and E" Sales Contest

Final returns in the agency contest ending April 30, held by the Yawman and Erbe Manufacturing Company showed a wide geographical distribution of prizes. This was not only the most interesting contest held by the agency-dealer division of the 'Y and E," but outstanding in its results as well. There were two divisions in the contest, with identical prizes in each class. Following are the winners: First prize (silver cup and $200), Griesmer Stationery Company, Allentown, Penna., and Paxton Typewriter Company, Bloomington, Ill.; second prize ($100), The State Office Supply Company, Columbus, Ohio, and St. Paul Office Equipment Company, St. Paul, Minn.; third prize ($50.00), R. H. Llewellyn Company, Manchester, N. H., and Adams Book Store, Fall River, Mass.; fourth prize ($25.00), Journal-Chronicle Company, Owatonna, Minn., and Berryhill Company, Phoenix, Ariz.; fifth prize ($20.00), The Office Systems Company, Cincinnati, Ohio, and Manly Office Supply Company, Oklahoma City, Okla.; sixth prize ($15.00), Providence Paper Company, Providence, R. I., and Eau Claire Book & Stationery Company, Eau Claire, Wis.

The Backbone of Efficiency

is in keeping the back properly supported



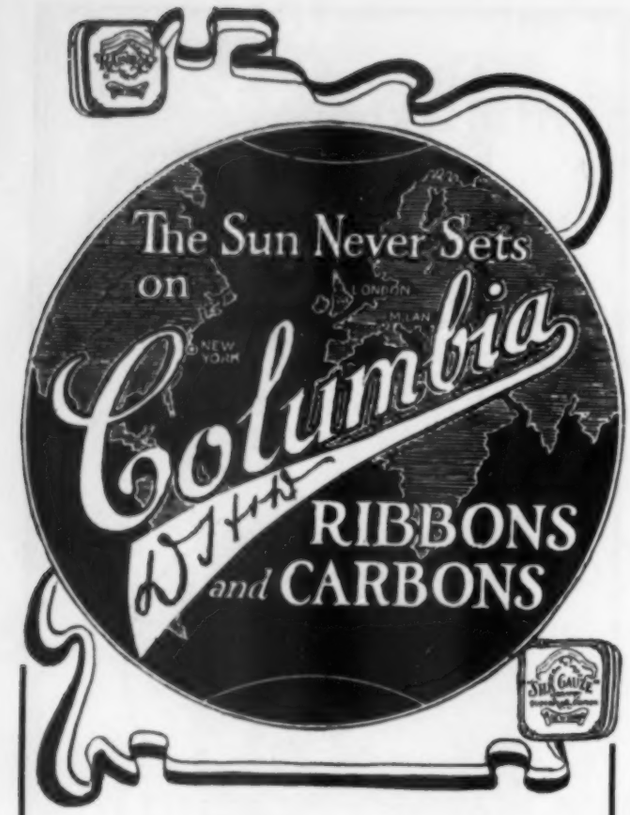
*This is No. 100 Stenographer's Chair (swivel), genuine Spanish leather upholstering, **new spring seat,** Rubroid oil-less casters, standard olive green finish; height 17" to 21½".*

Individually Adjusted

so that the worker is comfortably seated and supported **in the correct posture**. It costs no more to correctly seat your office or factory workers, and it pays big dividends in increased efficiency.

"Scientifically Correct Chairs"
Dealers Write for Information

The Fritz-Cross Company
MANUFACTURERS
Guardian Building
Saint Paul, Minnesota



The RIBBON and the CARBON are Mightier than the Machine

The most expensive machine and the highest paid stenographer cannot produce credible work without supreme quality in the ribbon and the carbon used.

TO INSURE A GOOD IMPRESSION USE COLUMBIA PRODUCTS

For all writing and duplicating requirements

Prices and samples on request

COLUMBIA RIBBON & CARBON MFG. CO., Inc.

Dixon, Holmes & Dixon

69-71 Wooster St., New York

Dwight Bldg. Kansas City, Mo.

1305 Arch St., Philadelphia, Pa.

COLUMBIA RIBBON & CARBON MFG. CO., Ltd., 22 Bush Lane, London, E. C. 4, England

COLUMBIA RIBBON & CARBON MFG. CO., S. A. Viale Abruzzi No. 20, Milano, 119, Italy

And Agencies in all other Principal Cities

George Wolcott Sends Greetings from Japan

A Japanese picture post card from George Wolcott, of the Irving-Pitt Manufacturing Company, mailed early in July indicated that his immediate route included Tokyo, Shanghai, and Hong Kong, with a trip to the Philippines to follow. The post card showed a shrine of Buddha in a contemplative attitude.

Office Equipment Credit Managers Hold Conference

The National Conference of Stationery, School and Office, Equipment and Supplies Credit Managers (Manufacturers Division) was held at Cedar Point, on Lake Erie, Ohio, July 9, 10 and 11. Headquarters were at the Hotel Breakers. The entire arrangements for the conference this year were in charge of R. Guy Echols, credit manager for The American Crayon Company, Sandusky, O., who deserves great praise for the smoothness and efficiency with which everything was conducted. Officers for 1927-1928, under whose direction the work of the year was carried on, included Howard S. Sanders, assistant treasurer, Eastern Tablet Corporation, National Chairman; and Harry W. Armstrong, assistant treasurer, Joseph Dixon Crucible Company, Jersey City, N. J., Vice-Chairman. The newly elected officers are Harry W. Armstrong, General Group Chairman; Francis H. Isaacson, credit manager, Art Metal Construction Company, Vice-Chairman.

The business part of the program included on Monday an address of welcome by Paul H. Sprow, president, Commercial Banking and Trust Company, Sandusky; Origin and Growth of Trade Group—Howard Sanders; Mercantile Agencies, Services and Methods—G. C. Wilcox, credit manager, Weis Manufacturing Company, Monroe, Mich.; Special Interchange and Service Bureau for Group—Consideration of Proposal of National Association of Credit Men, followed by consideration of Counter Proposal by Independent Organization; Value and Extent of Information Requested of Salesmen on Initial Orders—Old Customers, but Hazardous Risks—Slow and Overdue Accounts—F. H. Isaacson, credit manager, Art Metal Construction Company, Jamestown, N. Y.; Handling Complaints and Requests for Extensions—R. P. Atwood, credit department, Dennison Manufacturing Company, Framingham, Mass.

Tuesday: Ultimate Position of Price Cutters and Why—H. L. Knapp, credit manager, Saalfield Publishing Company, Akron, O.; Elimination of Cash Discount—Frank Stumpf, credit manager, Boss Manufacturing Company, New York; Methods for Educational Campaign of Value to Customers—Louis Ewerling, credit manager, L. E. Waterman Company, New York, N. Y.; Conditions Affecting Credit Among Competing Firms—Harry W. Armstrong, assistant treasurer, Jos. Dixon Crucible Company, Jersey City; Budget System in a Credit Department—S. H. Winslow, credit department, Eaton, Crane & Pike Company, Pittsfield, Mass.; General Discussions—Bad Debt Loss; Reliability of Attorney and Bank Reports; Use of Trade Acceptances; Desirability of Group Collection Agency; Seasonal Dating.

Those present received a questionnaire having eight questions on present business conditions and the policies such conditions indicate to credit men.

The Tuesday afternoon session closed with the election of the two officers named earlier in this report.

The next conference will be held in conjunction with the National Association of Credit Men's National Convention at Minneapolis, Minn., next year.

Entertainment Features

Monday evening was devoted to dancing at the Coliseum. An "Old Faithful" dinner at the Plum Brook Country Club, Sandusky, Ohio, was tendered to the delegates and their wives by the American Crayon Company of Sandusky, on Tuesday evening. All day Wednesday the delegates spent in enjoying a special program of entertainment and recreation. The Inter-Lake Yachting Association Regatta furnished a good deal of fun and excitement, but the big thrill for all the delegates was rides in high powered speed boats, whose maneuvers on the lake were at times breath-taking.

Aside from the entertainment provided at Cedar Point, a visit was made to Perry's Victory Memorial Monument at Put-in-Bay, Ohio, and Gibralter Island which is in the northwest harbor of Put-in-Bay and is famous as the summer home of Jay Cooke, the Philadelphia "Napoleon of Finance" in the Civil War Period.

C-K

No. 334
Made under our own Patents

IF the balance of your chair is as good as the C-K chair action used in the construction, you may be sure there is nothing better to be had.

C-K chair actions are all steel—all steel because it has proved far superior to cast iron which formerly was used for chair actions.

The chances are that your chairs already carry C-K chair actions, but it is a worth while precaution to specify their use. Look to your swivel chairs—make sure that C-K all steel is used. It means chair satisfaction.

COLLIER-KEYWORTH COMPANY
GARDNER - - - MASS., U. S. A.

Order From Chicago --- It Saves Time and Delivery Charges

Quality Built Paper Products For Stationers

Leatheroid
QUALITY PARK ENV. CO.

The Line for Discriminating Buyers

Reinforced flaps across the fold

Best of Materials
Superior Workmanship

A Display of these goods sells them at a good profit to you

Obtainable from our CHICAGO REGIONAL WAREHOUSE in either the Old Style Paper Gusset, or the New Style Cloth Gusset

Send for attractive Display Case on Deluxe Cloth Gusset Line. 95 popular sizes.
Special Introductory Price, $21.00

THE QUALITY PARK ENVELOPE COMPANY
162 NO. FRANKLIN ST. CHICAGO: ILLINOIS
ENCLOSURES TO OTHER CHICAGO MANUFACTURERS ON REQUEST

AMES MEANS EXCELLENT SERVICE

Many Successful Typewriter Dealers

assure satisfaction to their customers by depending exclusively on AMES as a source of supply for typewriter parts, tools and rubber platens. By concentrating their needs for these supplies in one order, they save valuable time and much trouble and expense.

Branch offices, conveniently located, provide quick service in supplying tools, rubber platens, and wide selection of parts. Orders for these goods are shipped 24 hours after they are received. By devoting our service to the trade, we leave the retail field entirely to our dealers.

If you buy AMESCO platens, you know we give every order utmost attention; why not obtain the same service for typewriter parts and tools? Remember that

AMES MEANS EXCELLENT SERVICE

AMES SUPPLY COMPANY, 564-572 W. Randolph Street, Chicago

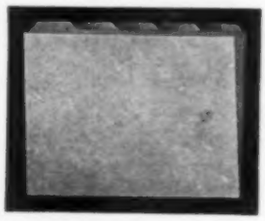
Branch Office and Export Dept., 50 Lispenard St., New York — Great Britain Office Longs, Ltd. 79 and 80 Queen Street, London E. C. 4, England — Branch Office 507 Mission St., San Francisco

TYPEWRITER PARTS — TYPEWRITER TOOLS — RUBBER PLATENS

Imperial

MANILA FILE FOLDERS

The most complete line will enable you to meet every type of competition successfully and build a bigger and more profitable folder business.



Write for your new sample set and special proposition

IMPERIAL METHODS CO.

Forest Park - - - - - Illinois

SCHUBERT OFFICE SPECIALTY CO.,

1405 S. Hill Street, Los Angeles — 580 Market Street, San Francisco

GERARD D. WHITE, 451 E. 2nd Street, New York City — EARL H. PRENTZEL, 807 Flanders Bldg., Philadelphia

Vacation Days by Woodstock Salesmen

July found several salesmen of the Chicago branch, Woodstock Typewriter Company, enjoying sylvan retreats. R. C. Dinniny spent his vacation in the blue grass region of Kentucky. Harry Long isolated himself from the roar and bustle of the metropolis during a sojourn in the woods of northern Michigan. F. H. Morse, manager of the Chicago branch, spent a few days near Mercer, Wis., where his son was attending a military training camp.

QUOTA BOARD USED BY THE DICTAPHONE SALES CORPORATION AT CHICAGO.—This was adapted by A. E. Blackstone, district manager, to meet the requirements of his branch. Space is provided from left to right to indicate the month in which the salesman made quota, the salesman's name, and the quota percentage. The days of the month are indicated as well. Opposite each salesman's name is a channel in which a white strip runs. Daily this strip indicates the percentage of quota to date. A vertical divider shows the current date, the combination revealing each salesman, his progress to date, and the production necessary to make his month's sales equal or exceed quota. In several instances the salesmen have exceeded their quota—even beyond the capacity of the board. In this case the percentage of quota is shown on a separate, specially lettered card.

Each salesman has a quota set for him, as is usually the case with sales organizations in the office appliance field, and elsewhere. The board is in the salesmen's room of the Chicago office, where the record is open to all. Thus the successful men in any month act automatically as pacemakers for the others.

The cryptic designation in the first column, "JFMRMJJASOND," indicates the months of the year. The presence of a white dot shows that the salesman made quota in the months thus indicated. The remainder of the record, at the right, is that of the current month, and changes each month. Thus the entire sales organization has a reminder of the months in which individual salesmen did or did not make quota.

House Organ Philosophy

It takes an optimist to be tickled at what a hard time he is having.—Faultless Bulletin (Stationers Loose Leaf Company).

* * *

You can't keep a good man down because you can't keep him downhearted.—The Honolulu Item (Mercantile Printing Company, Ltd.).

* * *

Feminine attire is constantly adding to the zest for the higher education.—Common Sense (Corlies, Macy & Company, Inc.).

* * *

If you are at the bottom of the ladder, remember that the only way is up.—Art Metal Service (Art Metal Construction Company).

* * *

The true test of ability is to win applause from people who do not like us.—Bramwords (The Bramwood Press).

* * *

It costs a lot of money to sell goods, but it costs a lot more not to sell them.—Quality (Clarke & Courts).

* * *

Love is the quality which enables a woman to whistle over the supper dishes.—Type-Hi (Hollywood Citizen).

* * *

Initiative is imagination in action.—The Office Cat (The Richmond & Backus Company).

WATSON

WATSON
Special Built to Order & Stock Filing Equipment

Special built to order Equipment furnished for Knights of Columbus Executive Offices, New Haven, Conn.

Watson equipments are correct in design, construction and finish, at all times maintaining the character and requirements of the architect's plans and specifications.

Office equipment dealers can best judge the efficiency of Watson steel filing equipment by letting us show you some installations that have been in use over a period of many years, still giving satisfactory service.

Certain territories are without capable representation. Yours may be one of them.

If you are interested let us send you our latest catalog and further particulars.

Watson 1600 Line Desks

Watson Manufacturing Co.

Jamestown, New York

SIKES CHAIRS
PHILADELPHIA

Office Easy Chairs

Another good reason—

The second advertisement of the Sikes series on "American Prosperity" is another good reason for having a Sikes franchise. Read this advertisement in the August 11th Saturday Evening Post.

SIKES COMPANY
Chairmakers for More Than 60 Years
PHILADELPHIA

The Nationally Advertised Office Chairs

On the Outside Looking In

Current Comment on the Copy and Plans of the Manufacturers and Distributors of This Field, and Brief Reviews of Magazine Articles of General Interest

Gilman Fanfold Corporation, Ltd.—"Letters that Make Regular Buyers of New Customers" was contributed to Sales Management by G. E. Russell, manager of this company's systems service department.

Remington Rand, Inc.—Management published "Where 'Control' is the Keyword," telling about the processes and policies which have been adopted in the Remington plants. The article was based on an interview with F. W. Young, general manager of plants, mechanical division, Ilion, N. Y.

Articles of General Interest

The Gift and Art Shop published "Bridge and Party Requisites," from the facile pen of Walter F. Wyman, general sales manager of The Carter's Ink Company.

"Duco—A Product of Management" in Management Magazine, told the story of this familiar finish, its history, details of manufacture and the research policies which developed it.

Management showed an installation of automatic Gillman fanfold billing systems. The Dixonite (employees of the Joseph Dixon Crucible Company) identified the picture as showing the Dixon order department.

"Sponges to Sealing Wax" in The Bankers Service Bulletin narrated the wide field of buying undertaken by the purchasing official of a Detroit bank. His stockroom carries a variety of items approaching those of a commercial stationer.

The Corn Crib, published by The Patent Cereals Company, Geneva, N. Y., contains a series, "Some Obeservations." It is credited to that prodigal writer, Anon, but we are informed credibly M. F. Devaney, printer and stationer, who is not unknown to our readers, is the author.

The Chicago Herald and Examiner has a daily cartoon feature, "Sidewalks of Chicago," in which prominent citizens are portrayed by Jo Metzer. A July cartoon included Col. William Nelson Pelouze, president of the Pelouze Manufacturing Company. The cut legend rated the Colonel as "yachtsman, deep waterways booster and military man."

How the storage battery borrowed from the stationery field was narrated in "Increasing Sales 300 Per Cent by a 'Life-time' Guarantee," published in Management Magazine. A western battery manufacturer, impressed with the spirit of the Sheaffer "Lifetime" guarantee, adopted the plan in merchandising his batteries to owners of motor cars.

"Building Up the Photocopy Department" in The International Blue Printer made a suggestion which might open a market for loose leaf binders. Some business organizations make photocopies of their advertising, reducing newspaper advertisements to fit an 11x11 binder. This is much more practical than using scrap books, and very flexible in arranging the contents of the loose leaf binder.

"Merchandising Answers to the Color Puzzle" was the lead article in Sales Management, contributed by Capt. H. Ledyard Towle, color engineer, E. I. du Pont de Nemours & Company. Some interesting facts were brought out, showing how color finishes have been adopted for many mechanisms—they range from a portable typewriter to a passenger locomotive. A Corona portable in use was one of the illustrations.

The Magazine of Business (formerly System) told the story of the Scovill Manufacturing Company in "From Every Year We've Learned Something New for 126 Years." As most stationers know, this company produces many things apart from the eyelets, pins and clips they sell. Because of the wide field of industry served, the Scovill Manufacturing Company has from time to time changed its production equipment to meet changes in the situation. Radical alterations of production facilities are cared for from the surplus fund, a reserve which is accumulated through a policy dating back to the establishment of the business.

Steno-Typist Civil Service Examinations

Competitive examinations are announced by the United States Civil Service Commission, closing August 21, on the following situations: Principal stenographer (salary $1,800 annually), senior stenographer ($1,620 annually), head typist ($1,620 annually), senior typist ($1,620 annually). The examinations are to fill vacancies in the departmental service, Washington, D. C., in the Panama Canal service and elsewhere in positions requiring similar qualifications. The entrance salaries in the Panama Canal Service are: Senior stenographer, $168.75 a month; senior typist, $150 a month; principal stenographer, $187.50 a month; and head typist, $168.75 a month.

Competitors will be rated on spelling, copying from plain and tabular copy (typewriting), copying from rough draft (typewriting), stenography (transcription of matter of more than average difficulty, dictated at 120 words a minute for senior stenographer, and at 140 words a minute for principal stenographer), and letter writing.

Full information may be obtained from the United States Civil Service Commission at Washington, D. C., or from the secretary of the United States Civil Service Board of Examiners at the post office or customhouse in any city.

Records of Stock Steel Furniture Shipments.

The Department of Commerce reports data on the operations of manufacturers of steel furniture stock goods, based on the report of thirty-two companies in the "business group," and fifteen companies manufacturing shelving. The following figures show orders received, shipments, and unfilled orders for both groups from September, 1924. In a few cases in the business group, where orders or unfilled orders were not reported, these were calculated on the relation of the firm's shipments to total shipments.

Business Group

1924—September—Orders received, $1,589,994; shipments, $1,519,078; unfilled orders, $1,193,871; October—Orders received, $1,761,431; shipments, $1,783,162; unfilled orders, $1,184,731; November—Orders received, $1,615,912; shipments, $1,678,636; unfilled orders, $1,216,144; December—Orders received, $1,914,038; shipments, $1,872,677; unfilled orders, $1,220,232.

1925—January—Orders received, $521,877; shipments, $1,972,137; unfilled orders, $1,455,890; February—Orders received, $1,986,151; shipments, $1,939,097; unfilled orders, $1,501,460; March—

Observe!

Designed in keeping with the present trend toward matched office suites, this Orpin Desk is an especial sales item for the office furniture dealer. It is made standard office size, of mahogany and walnut throughout, and priced at a figure in the range of practically everyone needing office furniture. Full details on request.

Orpin
DESK CO.
121 Medford Street
Charlestown, Mass.

WHITEDGE

CARBONPAPER FOR NOISELESS TYPEWRITER

NO CARBON SMUT – NON-CURLING – STRONG CLEAR COPIES
THE HIGHEST QUALITY CARBON
FOR ALL TYPEWRITERS

STORMS

~ THE COMPLETE LINE ~

TYPEWRITER RIBBONS AND CARBON PAPERS

H. M. STORMS CO., 561 GRAND AVE.,
BROOKLYN, N. Y., U. S. A.

THE FACT

THAT one of the largest equipment concerns is

COPYING ASCO

MANY of our fast-selling numbers

No. 100 File

IS OUR BEST RECOMMENDATION FOR YOU TO STOCK OUR LINE COMPLETELY IF YOU HAVE NOT ALREADY DONE SO.

Write today for CATALOGUE No. 15

No. 035 Card Index File, Furnished with Follower Block. No. 835

No. 233 Ideal File

ART STEEL COMPANY, Inc.
407 East 23rd Street
NEW YORK

IMITATION IS THE SINCEREST FORM OF FLATTERY

THANK YOU!!!

ATTENTION STATIONERS!

Designed for office work and stapling samples together.

ACME Stapling Binding Machines are unequalled for fastening documents, letters, invoices, proofs or sheets of paper together.

ACME Staple Binding Machines are made especially for heavy duty. Parts are interchangeable, and any part needed can be supplied at once.

Send us a copy of your mailing list and we will forward literature over your name.

ACME Staple Binders are the only binding machines designed, built and distributed complete from our factory.

Used by insurance companies, lawyers, corporations, etc., for vouchers, documents, etc.

ACME STAPLE Binding Machines can be sold on sight to every customer and by their faultless performance will increase your business.

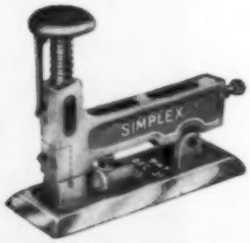
WE GUARANTEE OUR PRODUCT

Write for Special Dealers' Proposition

ACME STAPLE CO.

Est. 1894

1643 Haddon Avenue **Camden, N. J.**



The ideal desk paper fastener. Neat and efficient.

Orders received, $2,012,322; shipments, $2,027,863; unfilled orders, $1,482,859; April—Orders received, $1,964,059; shipments, $2,009,-199; unfilled orders, $1,166,428; May—Orders received, $1,855,-552; shipments, $1,918,869; unfilled orders, $1,383,424; June—Orders received, $1,792,656; shipments, $1,805,599; unfilled orders, $1,390,540; July—Orders received, $1,823,435; shipments, $1,810,-745; unfilled orders, $1,445,897; August—Orders received, $1,664,-649; shipments, $1,688,965; unfilled orders, $1,358,386; September—Orders received, $1,969,769; shipments, $1,816,484; unfilled orders, $1,535,231; October—Orders received, $2,170,076; shipments, $2,130,498; unfilled orders, $1,406,117; November—Orders received, $1,975,117; shipments, $1,885,505; unfilled orders, $1,496,-242; December—Orders received, $2,454,277; shipments, $2,418,-577; unfilled orders, $1,531,505.

1926—January—Orders received, $2,652,208; shipments, $2,434,-205; unfilled orders, $1,760,573; February—Orders received, $2,-272,555; shipments, $2,183,948; unfilled orders, $1,833,862; March—Orders received, $2,289,276; shipments, $2,387,866; unfilled orders, $1,718,189; April—Orders received, $2,356,403; shipments, $2,323,447; unfilled orders, $1,576,103; May—Orders received, $2,464,457; shipments, $2,575,561; unfilled orders, $1,568,788; June—Orders received, $2,556,631; shipments, $2,605,502; unfilled orders, $1,535,166; July—Orders received, $2,283,666; shipments, $2,149,546; unfilled orders, $1,668,989; August—Orders received, $2,298,526; shipments, $2,342,615; unfilled orders, $1,637,538; September—Orders received, $2,419,554; shipments, $2,449,906; unfilled orders, $1,613,823; October—Orders received, $2,614,780; shipments, $2,552,997; unfilled orders, $1,687,319; November—Orders received, $2,603,152; shipments, $2,734,540; unfilled orders, $1,547,540; December—Orders received, $2,802,325; shipments, $2,934,331; unfilled orders, $1,556,404.

1927—January—Orders received, $2,886,815; shipments, $2,730,-714; unfilled orders, $1,727,608; February—Orders received, $2,-771,477; shipments, $2,686,419; unfilled orders, $1,803,500; March—Orders received, $3,021,915; shipments, $3,080,931; unfilled orders, $1,743,968; April—Orders received, $2,750,877; shipments, $2,849,536; unfilled orders, $1,645,599; May—Orders received, $2,381,369; shipments, $2,528,672; unfilled orders, $1,597,944; June—Orders received, $2,369,244; shipments, $2,519,512; unfilled orders, $1,469,071; July—Orders received, $2,091,804; shipments, $2,040,209; unfilled orders, $1,507,120; August—Orders received, $2,381,889; shipments, $2,474,854; unfilled orders, $1,412,244; September—Orders received, $2,367,857; shipments, $2,218,602; unfilled orders, $1,557,988; October—Orders received, $2,410,552; shipments, $2,379,557; unfilled orders, $1,574,461; November—Orders received, $2,476,230; shipments, $2,856,181; unfilled orders, $1,577,410; December—Orders received, $2,850,314; shipments, $2,740,602; unfilled orders, $1,413,602.

1928—January—Orders received, $3,248,165; shipments, $2,-712,663; unfilled orders, $2,000,450; February—Orders received, $3,295,861; shipments, $2,908,306; unfilled orders, $2,389,306; March—Orders received, $3,283,329; shipments, $3,169,351; unfilled orders, $2,511,518; April—Orders received, $2,915,344; shipments, $3,065,637, unfilled orders, $2,359,877; May—Orders received, $3,085,365; shipments, $3,213,018; unfilled orders, $2,232,594.

Shelving

1924—September—Orders received, $415,163; shipments, $471,-390; unfilled orders, $334,485; October—Orders received, $681,364; shipments, $595,157; unfilled orders, $327,455; November—Orders received, $526,707; shipments, $549,120; unfilled orders, $469,315; December—Orders received, $596,934; shipments, $650,923; unfilled orders, $364,813.

1925—January—Orders received, $2,206,952; shipments, $517,-363; unfilled orders, $361,268; February—Orders received, $539,-286; shipments, $443,514; unfilled orders, $453,358; March—Orders received, $606,754; shipments, $539,972; unfilled orders, $515,434; April—Orders received, $566,834; shipments, $650,769; unfilled orders, $436,048; May—Orders received, $523,426; shipments, $549,-272; unfilled orders, $372,296; June—Orders received, $501,182; shipments, $482,187; unfilled orders, $398,973; August—Orders received, $516,694; shipments, $452,716; unfilled orders, $447,255; September—Orders received, $624,676; shipments, $542,173; unfilled orders, $511,689; October—Orders received, $730,911; shipments, $692,471; unfilled orders, $626,933; November—Orders received, $686,814; shipments, $574,905; unfilled orders, $739,831; December—Orders received, $620,947; shipments, $788,461; unfilled orders, $570,941.

1926—January—Orders received, $580,948; shipments, $577,364; unfilled orders, $583,415; February—Orders received, $656,029; shipments, $603,144; unfilled orders, $633,545; March—Orders received, $583,701; shipments, $726,413; unfilled orders, $604,991; April—Orders received, $704,432; shipments, $699,370; unfilled orders, $570,693; May—Orders received, $578,364; shipments, $617,260; unfilled orders, $587,310; June—Orders received, $603,-915; shipments, $601,913; unfilled orders, $553,660; July—Orders received, $600,904; shipments, $531,361; unfilled orders, $602,134; August—Orders received, $506,324; shipments, $545,901; unfilled orders, $662,148; September—Orders received, $707,082; shipments, $588,096; unfilled orders, $790,426; October—Orders received, $591,652; shipments, $639,780; unfilled orders, $745,364; November—Orders received, $573,957; shipments, $583,488; unfilled orders, $730,846; December—Orders received, $561,979; shipments, $621,773; unfilled orders, $607,656.

1927—January—Orders received, $576,377; shipments, $555,996; unfilled orders, $623,355; February—Orders received, $657,833; shipments, $607,622; unfilled orders, $675,201; March—Orders received, $689,964; shipments, $690,783; unfilled orders, $678,531; April—Orders received, $621,888; shipments, $677,745; unfilled orders, $627,266; May—Orders received, $686,144; shipments, $585,397; unfilled orders, $731,157; June—Orders received, $638,-485; shipments, $657,927; unfilled orders, $710,300; July—Orders received, $534,875; shipments, $656,584; unfilled orders, $679,309; August—Orders received, $592,353; shipments, $604,107; unfilled orders, $668,621; September—Orders received, $607,905; shipments, $531,154; unfilled orders, $737,723; October—Orders received, $551,239; shipments, $619,293; unfilled orders, $665,790; November—Orders received, $574,763; shipments, $590,764; unfilled orders, $650,908; December—Orders received, $619,276; shipments, $577,910; unfilled orders, $605,809.

1928—January—Orders received, $768,748; shipments, $680,264; unfilled orders, $679,745; February—Orders received, $741,310; shipments, $681,999; unfilled orders, $743,376; March—Orders received, $841,098; shipments, $831,607; unfilled orders, $774,947; April—Orders received, $740,658; shipments, $716,104; unfilled orders, $793,903; May—Orders received, $732,921; shipments, $768,562; unfilled orders, $752,512.

For every purpose

The Dealer's Success is Commensurate—to some extent—on the scope of the items he handles. They must be up-to-the-minute, for Quick Turn-Over!

—Whether for Machine or Hand Posting—for Catalog or Sales Purposes—the Cesco Line provides an extensive assortment of Binding Devices—all right up-to-the-minute.

Visible Records in Book Form

—Improved, new design with **two** opening positions. The most efficient visible record equipment on the market. More than fifty stock Forms for all lines of business and all classes of records.

New Automatic Book Binder

—for permanent filing of completed records. Most practical and economical of present day transfer systems. Adopted by Department Stores, Public Utilities, Banks, Manufacturers, and Jobbers.

Write for Catalog

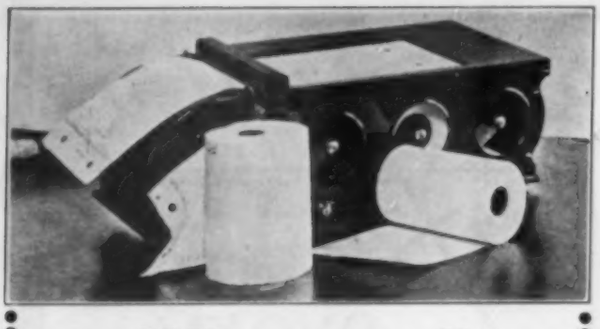
and our Special Dealers' Proposal. We offer some very desirable territory—available to Dealers who are interested in an exclusive Agency.

cesco

LOOSE LEAF

The C. E. SHEPPARD CO.

271 Van Alst Avenue
LONG ISLAND CITY
NEW YORK



Why not sell REGISTER ROLLS

It is a profitable business, the orders run into nice money. The customers have been trained to order large quantities and to wait 6 weeks or more for delivery.

Forms for the UARCO register—
The GLOBE Register and similar.

Send us your copy. We will quote prices, advise delivery and with AIR mail and package freight we can deliver anywhere and get there in as good time as any.

STATIONERS and SALESMEN:—Look around and see how many registers are in use—and pick up some of this cream.

Los Angeles Register & Printing Co.
ROSCOE M. BREEDEN,
639 South San Pedro Street Los Angeles, Calif.

A word greatly overworked perhaps, but it is particularly suitable to this organization. Our facilities as the largest wholesale distributor of typewriters in the world, enable us to carry out the meaning of the word in its broadest sense. You will get Service—Speed—Accuracy—Quality—Price.

THE
WHOLESALE TYPEWRITER COMPANY

Exclusive Distributors of Mastergrade Remanufactured Underwoods and Largest Wholesale Distributors in the World.

428-430 Broadway New York

STATIONERY

Commodity Classifications Nos. 2, 4, 7, 8, 13 and 14 are the subject of a sales drive August 20-25 by the National Association of Stationers, Office Outfitters and Manufacturers. Embodied are School Supplies, including Composition Books and Paper, Pens, Pencils, Pencil Sharpeners, Crayons, Fountain Pens, Mechanical Pencils, Pins, Paper Clips, Paper Fasteners, Leather Portfolios, Brief Cases, Rulers and Miscellaneous Supplies. The drive continues August 27-September 1, featuring Pens, Pencils, Pencil Sharpeners and Rubber Erasers.

Amarillo, Texas.—Kerr's School Supplies, 1308 Tyler street, has added general stationery and notions stocks.

Asheville, N. C.—The Brown Office Supply Company has been chartered to deal in office equipment of all sorts; capital stock, $50,000; incorporators—H. C. Brown, E. L. Brown and J. N. Brown.

Athens, Ga.—The McGregor Company has restored its place of business following the recent fire, and installed a new stock of merchandise.

Birmingham, Ala.—James E. Hagood, P. O. Box 931, is now specializing on stencil duplicator supplies, having discontinued his other lines of stationery and office supplies.

Binghamton, N. Y.—Nathan Schwab has received a corporate charter to deal in office supplies; capital stock, $30,000; Mangan & Mangan, charter representatives, Binghamton.

Boston, Mass.—The established business of F. W. Barry, Beale & Company, has been incorporated under its old name; capital stock, 500 shares no par value; incorporators—John R. Kewer, Francis W. Falvey and John M. Hogan.

Bristol, Conn.—H. G. Brown has re-entered the stationery business, having established a store at 72 Main street. He was proprietor formerly of Brown's Stationery Store.

Chicago, Ill.—C. E. Meilicke, of Meilicke Systems, Inc., spent his vacation in July with his parents at Vancouver, B. C., Canada.

Chicago, Ill.—Harry Balch, sales manager for the Quality Park Envelope Company, made a trip through the Michigan territory in July.

Chicago, Ill.—G. P. Rumpf, president of the Ad Tape Company, New York, N. Y., spent the week of July 16 on a business mission in Chicago.

Chicago, Ill.—K. E. Wallace, of the Wallace Stationery Company, motored to Lake Mills, near Gobel, Mich., with his family, for the annual family vacation.

Chester, Penna.—The G-M Stationery Company has been established here. This is conducted by the officers and personnel of the Grieco-Miller Printing Company, 131 East Seventh street.

Chicago, Ill.—The Canode Ink Company has filed an amendment to its corporate charter with the secretary of state, changing its object and the name to Canode Ink & Office Supply Company.

Chicago, Ill.—The Baldwin Stationery Company, 316 South LaSalle street, will open its new store at 331 South Wells street, in the new section of the Insurance Exchange building, about the middle of September.

Chicago, Ill.—The Stationery Corporation, a new incorporation, has opened an office on the fourth floor at 330 South Wells street. The business is capitalized at $5,000; incorporators—A. H. Rosenbaum, J. I. Keno and Herman A. Stein.

Framingham, Mass.—E. Wright Thomson, formerly connected with the advertising department of the Dennison Manufacturing Company, has joined the advertising staff of the Porter Corporation, a Boston advertising agency.

Hoquaim, Wash.—The Hammermill Paper Company, Erie, Penna., plans the erection of a paper mill here with a capacity of fifty tons a day, producing bond and writing paper and specialities.

Kansas City, Mo.—The Shop Superior, office supplies and stationery, has been moved from the Pioneer Trust building to the Werby building 11½ East Thirty-ninth street. This business is conducted by Elma F. Imhoff and Allan W. Fleming.

Lebanon, Ind.—The Stationery Shop, operated by Ralph W. Stark, has been moved from 208 West Main street to 122 South Lebanon street.

Longmont, Colo.—The Longmont Book & Stationery Store has been established at 448 Main street.

Los Angeles, Calif.—W. W. Wilbur has been appointed local manager for the H. S. Crocker Company, Inc.

Los Angeles, Calif.—Roy A. Swain has succeeded L. P. Sine

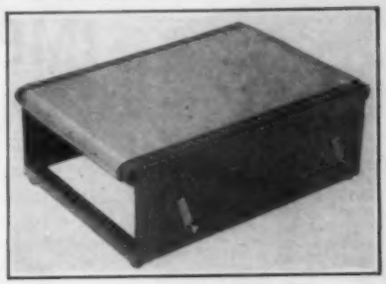
(Continued on Page 190)

THE NEW AND IMPROVED LAWTON ALL STEEL DUPLICATOR PAVES THE WAY FOR BETTER SALES

No Muss or Trouble

No Special Paper Required

Duplicates Anything in Five Colors



No. 1 Printing Surface, 8¾x14

$20.00

Time and Labor Saving

Absolute Accuracy Assured

An Unlimited Field in Which to Retail

The New Lawton All-Steel Duplicator is the lowest priced duplicator on the market using a gelatine duplicate film. The attractive discount offered insures big profits plus a natural quick turnover.

We also supply a full line of films, inks and ribbons.

Write today for full particulars.

LAWTON COMPANY

19 WEST 24th STREET NEW YORK, N. Y.

One of Polar's New Office Articles

Above cut illustrates in use our New Battleship Linoleum Desk Chair Mat which prevents the castors of the desk chair from wearing and spoiling the many fine rugs and carpets so generally in use today.

POLAR MFG. CO., 119-125 No. 4th St. Philadelphia, Pa.

Which Has Met with Great Favor

THE NEW GENUINE BATTLESHIP LINOLEUM DESK CHAIR MAT

It Is Fully Explained and Illustrated in Our New 32-Page Catalogue

THIS NEW CATALOGUE

Has been carefully prepared (in three colors) for the use of outside salesmen in selling high grade office fittings. Do not fail to see that each one of your men gets a copy.

POLAR MFG. CO., 119-125 No. 4th St., Philadelphia, Penna.
Send us your new catalogue as soon as it is ready for distribution.

Name .....

Address .....

For Personal Attention of .....

Wherever Buildings Are Being Planned or Are Under Construction There Is a Market for IMPERIAL Built-in Steel Furniture

Banks, courthouses, stores, public institutions, buildings of all kinds require a certain amount of special, built-in furniture. Imperial dealers are enabled to bid successfully for this business because Imperial installations are built right and installed at a cost that rivals stock lines. The dealer carries no stock, simply outlining the requirements. Plans, prices and suggestions that will help close the contract are supplied as part of our co-operative service. Your inquiry is invited.

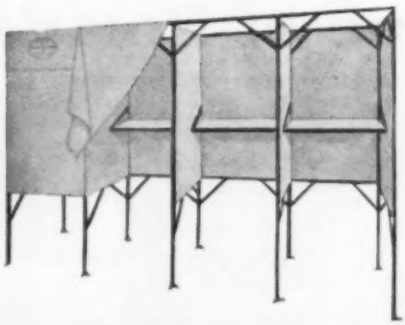
IMPERIAL STEEL CABINET COMPANY
2130-2152 Fulton Street
CHICAGO, ILLINOIS

Little Things Do Count

The little things — small tables, costumers, wardrobes —items to round out an office, do make a big difference. They complete a well furnished office and give it a neat, orderly appearance.

The Furnas line is just the line for you to have when supplying office accessories. You'll find it a good line to hitch to for profits. Shall we send catalog and prices?

FURNAS FURNITURE CO.
INDIANAPOLIS, INDIANA



Who Will Be Elected?

Dealers should be interested in the election—for many reasons—one of which is EXTRA SALES—AND PROFITS.

The Douglas line of election equipment is known throughout the country. Easily erected, collapsible, and built to stand hard wear.

In the Model "B" (shown above), the stalls are detachable and interchangeable.

Write AT ONCE for complete information. We also manufacture Combination Ballot Box Pouch—which is nonstuffable.

WRITE TODAY

DOUGLAS MANUFACTURING CO.
Crete, Nebraska

Steel Collapsible Voting Booths, Steel Collapsible Ballot Boxes, Rigid Ballot Boxes, Collapsible Election Tables and Combination Ballot Box Pouch. Also manufacturers of the famous Douglas Featherweight Camp Beds.

FURNITURE

Buffalo, N. Y.—Two salesmen of the Yawman and Erbe Manufacturing Company have been assigned to sales territories—Richard C. Dean, formerly a floor salesman, has been placed in charge of Territory No. 3; Harold P. Schwartz, formerly a junior salesman, is now cultivating Territory No. 4.

Chicago, Ill.—J. E. Long has been assigned to Sales Territory No. 5 of the Chicago branch, Yawman and Erbe Manufacturing Company.

Chicago, Ill.—The local branch of the Fred Medart Manufacturing Company has been moved from Suite 606 to Suite 707, 326 West Madison street.

Chicago, Ill.—The local branch of The Mosler Safe Company has secured the vault contract for the new building to be erected at LaSalle and Washington streets by the Foreman Bank.

Chicago, Ill.—A plant and warehouse will be erected in the Clearing industrial district by David Lupton's Sons Comany, Philadelphia. The six acres acquired by the company for plant and future extensions are served by the Belt Railway of Chicago.

Cleveland, Ohio.—T. E. Davey has been appointed a floor salesman at the local branch of the Yawman and Erbe Manufacturing Company. He had been a student salesman at the home office before coming to this city.

Cortland, N. Y.—The McKinney-Doubleday Company, Main street, has been chartered to conduct an office equipment, stationery and book business; capital stock, $50,000; incorporators—William T. Northrup, president; L. W. Billings, vice president and C. L. Green, secretary. This business was established in 1870.

Detroit, Mich.—Alfred J. Mayer, of The Gregory, Mayer & Thom Company, returned in July from a pleasant trip to the West Indies. Mrs. Mayer accompanied him.

Indianapolis, Ind.—Lyon Metal Products, Inc., an Illinois corporation, has been chartered in the state of Indiana to manufacture and deal in steel lockers, shelving, store and office fixtures and furniture; capital stock represented in Indiana, $30,000; Owen Pickens, Indiana agent, 1300 Fletcher Trust building.

New York, N. Y.—The Hanover Office Equipment Company has filed an amendment to its corporate charter, increasing its capital stock from $5,000 to $10,000.

New York, N. Y.—The Progressive Store & Office Fixture Corporation has been chartered; capital stock, $1,000; J. Z. Wechsler, charter representative, 261 Broadway.

New York, N. Y.—The Royal Ribbon & Carbon Company, 83 Duane street, has opened an office furniture department. B. Krauss is buyer, assisted by Miss Braunstein, secretary.

New York, N. Y.—George R. Gibbons has been elected vice president in charge of sales, Aluminum Company of America. He has taken up the duties of Edward K. Davis, recently elected president of Aluminum, Ltd.

New York, N. Y.—Mount & Robinson, manufacturers of office fixture and equipment, have purchased the modern factory building of Sutro Bros. Braid Company, Ninth street, near Hudson County boulevard, City of Union.

New York, N. Y.—C. T. Anderson, manager sales promotion, Safe-Cabinet division, Remington Rand Business Service, Inc., has been transferred from the former general sales office at 374 Broadway to the new general offices at 465 Washington street here. They occupy a six-story building at Washington and Mohawk streets, which has been remodeled completely for its new use. It has daylight on three sides, and will house between 600 and 700 executives and clerks.

Norfolk, Va.—The Furniture & Store Fixture Exchange, Inc., has been chartered to deal in store and office fixtures; capital stock, $1,000 to $5,000; S. I. Zfass, president; Z. Zvass, secretary; D. A. Tvass, treasurer.

Philadelphia, Penna.—George A. Taylor, Jr., has been assigned to Sales Territory No. 6 by the Yawman and Erbe Manufacturing Company.

Philadelphia, Penna. — The Readesk Manufacturing Company, 244 South First street, has been registered as a commercial title in the common pleas court by William C. Anderson, 244 South Hirst street.

San Diego, Calif.—The Metal Office Equipment Company has been registered as a local business concern by J. I. Cairns.

PERFECT PEERLESS
TRADE REG. U.S. PAT. OFFICE MARK

"Sold All Over the World"

The 1929 Line of Perfect Peerless Calendars will be ready for delivery on time, as usual, at the lowest possible price consistent with the high grade printing job on a good quality of BOND paper—the same superior line of pads and stands that has made the Perfect Peerless Calendar line outstanding all over the world. We now have orders for 1929 from eleven foreign countries.

Write, wire or phone your 1929 requirements.

"PERFECT" PEERLESS CALENDAR CO.
203 S. Dearborn Street
CHICAGO

COOK QUALITY

The Ideal Chair For Clerical Workers

Ideal. The Cook Posture chair is ideal for clerical workers because it gives real comfort and promotes efficient work. Efficient work is aided because the Cook chair abates fatigue. It prevents nerves from tiring because it encourages a correct position. Much unnecessary fatigue is produced by incorrect chairs; Cook chairs eliminate all this.

There is a good business in Cook chairs for you. Ask for catalogue and prices.

C. A. COOK COMPANY
Ashland, Mass.

Ingento Cutters
for CARD AND PAPER CUTTING

NOW MADE IN 7 SIZES

A SIZE FOR EVERY NEED

No. 1. 6½ inch blade. **No. 4.** 12½ inch blade.
No. 2. 8½ inch blade. **No. 5.** 15 inch blade.
No. 3. 10½ inch blade. **No. 5½.** 18 inch blade.
No. 6. 24 inch blade.

Manufactured Only by
IDEAL SCHOOL SUPPLY CO.
8316-8340 Birkhoff Ave.
Chicago, Illinois

San Francisco, Calif.—During the month of June the Rucker-Fuller Desk Company featured the new Milwaukee "Anatomic-Comfort" chair and conducted a most successful sales contest on that item. C. H. Ristenpart, president of the Rucker-Fuller Company, is most enthusiastic over the prospects of this new chair, and he personally was successful in fully equipping a well-known concern in this section with the new chair.—Gilbert Stephens has now joined the sales department of the Rucker-Fuller Desk Company at San Francisco.

San Francisco, Calif.—H. P. Rockwell, manager of the agency-dealer division of the Yawman and Erbe Manufacturing Company, has been spending a few days in San Francisco and left for the Pacific southwest. Charles H. Victor, San Francisco manager for the company, said that Mr. Rockwell is making a visit to the agencies of the Yawman and Erbe Manufacturing Company. Prior to coming to San Francisco, he traveled through the Pacific northwest and reported that conditions there were splendid. Mr. Rockwell is very optimistic regarding the future outlook on the coast.

San Francisco, Calif.—Prominently displayed in the main aisle of A. Carlisle & Company, a good deal of attention is being attracted by the all-metal Krieger typewriter stand, with "Collapso" cover, just been put on sale. Mounted on rollers, the stand is rigid and strong. It comes in various colors, the one displayed being jade green and black with a "crackle" finish. The stand includes a drawer with two compartments and a side-leaf. The copyholder, which operates from the keyboard is optional with the purchaser. Equipped with it, the stand costs a little more.

San Francisco, Calif.—J. H. McCabe, Pacific coast representative of the Cutler desks and Browne-Morse files, states that the Ingrim-Rutledge Stationery Company is giving a splendid showing to these lines, which it carries. For some time past, the Ingrim-Rutledge Company has been increasing the importance of its furniture and office equipment department. In order to give a fitting display to Cutler desks and Browne-Morse files, the company has taken the entire top floor of the McCann building, at Sacramento and Montgomery streets, half a block from the Ingrim-Rutledge store. The floor was completely renovated and re-decorated. The 5,000 square feet of floor space was devoted to a fine display of Cutler desks and Browne-Morse files. Attractively printed invitations were sent out to the public to attend the opening July 20, and great interest was shown in the exhibit. J. E. McCabe states that the Ingrim-Rutledge Company is now carrying one of the most complete lines of desks and files on the Pacific coast.

San Francisco, Calif.—D. M. Stevenson, of Stevenson & Son, proprietors of the artistic Gunn Furniture store, Second street near Market, received on July 13, a photographic reproduction of W. A. Gunn, of the Gunn Desk Co., an enthusiastic deep sea angler, with a couple of his friends and a giant black sea bass. The big fish registered almost 300 pounds when weighed in a market at Coronado. Mr. Gunn, who lives in Coronado is in the habit of going out to sea in the launch "Glorietta," but he made the capture of his life on June 28. In company with Col. O. M. Bigelow and Col. W. W. Crosby, he was cruising off the Coronado islands when a giant black sea bass, or jew-fish, struck. It took the united efforts of the three fishermen to bring the big fellow aboard and it was only done after a hard struggle. The sea bass was six feet in length and the fan of its tail had a spread of 20 inches. Mr. Gunn and his friends have made many good catches of barracuda, bonita, mackerel and yellowtail, but this was the first big sea bass actually brought to gaff, though some have been hooked.

Wilmington, Del.—The Automatic Money Box & Safety Device Company has been incorporated to deal in safes, vaults, etc.; capital stock, $10,000 and 5,000 shares no par value; M. L. Rogers, charter representative, Wilmington.

U. S. Leading Items to Philippines

Commerce Reports] Safes are supplied to the Philippine Islands almost entirely by the United States. Imports of safes in 1926 were valued at $89,457, of which $87,330 were of American origin.

The trade in scales and balances is supplied almost entirely by the United States. Total imports in 1926 were valued at $52,848, of which $50,431 were of American make. Germany offers some competition with low-priced articles, but total shipments in any year have not exceeded $5,000.

The trade in pins is practically controlled by the United States; shipments by American exporters to this market in 1927 were valued at $17,072, compared with total imports of $26,657, and Germany's share of $5,157. On the other hand, the United Kingdom and Germany divide the trade in needles. The total imports in 1927 were $19,000; the American participation was very small.

FOR THE MODERN OFFICE

8607---2UE

SWIVEL CHAIR TO MATCH

CROCKER CHAIR CO.
SHEBOYGAN, WISCONSIN
NEW YORK CHICAGO OAKLAND

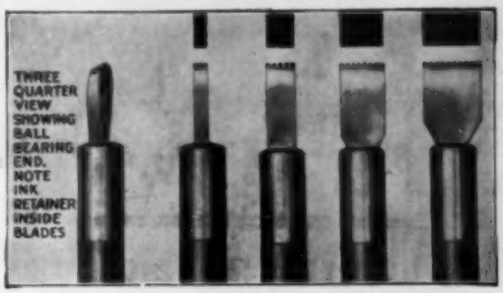
COIT'S BALL BEARING LETTERING PEN

Anyone can make good signs with Coit's ball bearing pens. Primarily they are constructed for the novice. No expensive training is necessary. That's why they are so popular among storekeepers, students—anyone who has lettering to do. From the beginning they just write—just right.

There's an attractive counter display with twelve pens, waiting for you. It is sent on thirty days' sales trial, postpaid.

Carried in Stock by Your Jobber.

THE BRIDGEPORT PEN CO.
239 John Street
BRIDGEPORT, CONN.



That Better Desk
DEPENDABLE THRU THE YEARS

No. 760F

Western DESKS For Better Offices

WRITE US FOR CATALOG 34 WHICH FULLY DESCRIBES THIS LINE MADE AND FINISHED WITH CARE UNUSUAL FOR MERCHANDISE IN ITS FIELD

WESTERN FURNITURE COMPANY
ESTABLISHED 1883
St. Louis - Missouri

The beveled edge "Kumfort Kushin"

Just as the name implies, the Kumfort Kushin is the comfort cushion. Long famous for the patented beveled edge, Kumfort Kushin success has produced a host of imitators. But both the product and the process are protected—no imitation can equal it. Durable, economical—profitable. Be sure yours are genuine.

Featheredge Rubber Company
342 West Huron Street
CHICAGO, ILL.

UNITED STATES PENCIL CO.
PHILADELPHIA, PA. U. S. A.

Manufacturers of

THE FAMOUS MOHICAN PENCIL

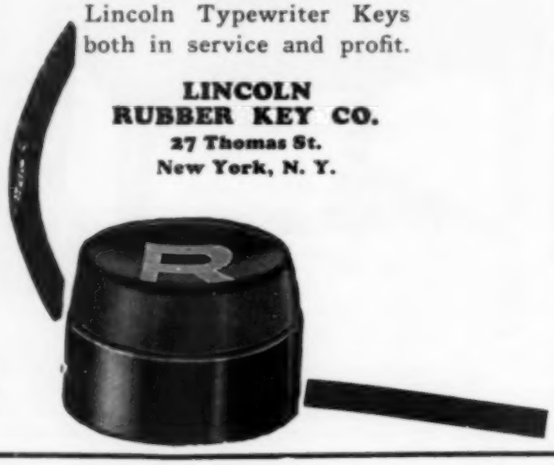
—ANNOUNCEMENT—

We are an INDEPENDENT PENCIL COMPANY and have no connections directly or indirectly with any company operating under a like or similar name. This announcement is made as the trade have been and are being informed we have subsidiary connections. This is not true.

John S. Furst, Gen'l Mgr.

Sales of Lincoln Keys follow demonstration as naturally as demand seeks quality. Dealers who have investigated, are every day proving the superiority of Lincoln Typewriter Keys both in service and profit.

LINCOLN RUBBER KEY CO.
27 Thomas St.
New York, N. Y.



VICTORY VICTORY VICTORY VICTORY VICTORY

Good Impressions

You can recommend VICTORY Stamp Pads to your trade with full assurance of satisfactory service. Made of high quality material, they wear long and retain a smooth inking surface despite the most severe pounding and scraping. Made in six sizes as follows:

Junior ..2 x3¾ inches
No. 0....2¼x3½ inches
No. 1....2¾x4¼ inches
No. 2....3¼x6¼ inches
No. 3....4½x7½ inches
No. 4....4 x9 inches

Supplied uninked, or inked in red, black, blue, violet and green. We have a price-list and details of our line of stamp pads, inks, mucilage, paste and sealing wax for stationers on application. We can furnish any of these items for your own private brand.

LUTHER INK AND STAMP PAD COMPANY
55-57 East Park St. **Newark, N. J.**

THE NEW MODEL A

EVEREADY

Paper Fastener

Retail Price, $5.00

The Stapling Machine Beautiful

COLORS:

Olive Green, Mahogany, Walnut.
Different from any other machine.
5000 Staples without a stop.

Write us for Further Information

Eveready Mfg. Co. of Boston

Factory: 34 Southbridge St., Worcester, Mass.
General Sales Office: 50 Church St., New York City

TYPEWRITERS

Abilene, Texas.—The Abilene Typewriter Exchange has been moved from the Grace Hotel building to 959 North Second street, in the United Cigar Store building. The company has the agency for the Woodstock typewriter and handles all makes of portable machines.

Atlanta, Ga.—H. H. Fudge and L. P. Nail are two new salesmen with the local branch of the Royal Typewriter Company, Inc.

Baltimore, Md.—W. J. Buckland has been appointed manager here by the L. C. Smith & Corona Typewriters Inc. Previously Mr. Buckland had been an "Elsie" salesman at Philadelphia, San Francisco and Dallas.

Chicago, Ill.—S. C. Garbutt, of the Royal Typewriter Company sales organization, spent his vacation in July at the family home in Canada.

Chicago, Ill.—O. J. Carrow, branch manager at New York, N. Y., for the Woodstock Typewriter Company, visited the home office here in July.

Chicago, Ill.—The Type-Rite Supply Company, formerly at 109 North Dearborn street, has moved to the Engineers building, 205 West Wacker drive.

Chicago, Ill.—Interest in portable typewriters was stimulated last month by The Fair stationery department, through the offer of Rem-Blick machines at $29.75.

Chicago, Ill.—Fred G. Kennedy, manager here for the Royal Typewriter Company, Inc., enjoyed several days of fishing at Red Cedar Lake, Wis., during the July 4 holiday.

Chicago, Ill.—Axel Freeburg, assistant sales manager for the Royal Typewriter Company, visited the Chicago branch late in July. He was traveling from the home office to Minnesota, Texas and other southern points.

Chicago, Ill.—H. S. Gilbert, manager here for the L. C. Smith & Corona Typewriters Inc., spent the month of July at Three Lakes, Mich. After he left, the Wisconsin Conservation Commission had to conduct a post season census of the fish in those waters.

Chicago, Ill.—W. B. Larsen, general sales manager of the Royal Typewriter Company, Inc., visited the Chicago branch July 17. He was heading for the home office after a trip which gave him contact with Pacific coast branches, the Texas sales organization, Kansas City and Chicago.

Chicago, Ill.—The $5.00 differential on Corona typewriters in color was taken off in July at the local Corona store, in the Garland building. Many customers who had planned getting a machine in the black finish were happy to select a Corona in color, as there is now no difference in price.

Chicago, Ill.—The Lin-May Company, 111 West Jackson street, has acquired the moulds and other assets of the M. M. Davidson Company. The bumpers for office desk legs are now manufactured and sold by the Lin-May organization.—The Canadian patent on the Lin-May typewriter anchor and silencer has been granted.

Cleveland, Ohio.—O. H. Cooke has been appointed manager of the local branch, Woodstock Typewriter Company, succeeding Ernest F. Hancock, who has undertaken special duties.

Cleveland, Ohio.—L. H. Olson has been appointed manager here by the L. C. Smith & Corona Typewriters Inc. Mr. Olson started his typewriter career with the St. Paul branch and worked up from office boy to managerial positions.

Columbus, Ohio.—Don C. Hostettler is a new salesman with the local branch of the Royal Typewriter Company, Inc., covering the southern territory. He is acquainted with typewriters and typewriter users in his field, as he was with Loren E. Spiece Company at Bucyrus formerly.

Davenport, Iowa.—Lawrence B. Hawes has joined the local sales organization of the L. C. Smith & Corona Typewriters Inc. as a combination sales and service man.

Dover, N. H.—E. H. Quimby, dealer for the L. C. Smith & Corona Typewriters Inc., has been elected a director of the merchants' division of the Dover Chamber of Commerce.

Dubuque, Iowa.—H. H. Hyde, representative at Cedar Rapids for the Royal Typewriter Company, has established a local office.

Duluth, Minn.—E. W. Lund has undertaken the distribution of Woodstock typewriters here. W. J. Jewell is in charge of sales and service.

Dyersburg, Tenn.—The Kenon-Taylor Company of Memphis has opened a branch store here, in charge of Mr. Parker, for-

The Complete L C Smith Service

By taking advantage of the complete service we offer, you can fulfill every customer requirement, whether it be for the finest of rebuilts for cash or easy terms, a machine for rental, or in selected rough condition.

You can make bigger profits if you use these services.

1 Smithtype Rebuilts
2 Smithtype Rentalgrades
3 Selected Roughs
4 Rebuilding Service
5 Exchange Service
6 Installment Financing

Write for New Price List and Spot Cash Commission proposition.

Smith Typewriter Sales Corp.
World's Largest Rebuilders of the L C Smith
418-360 E. Grand Ave. - - - CHICAGO

1830 NEARLY A CENTURY BUILDING DEPENDABLE CHAIRS 1928

Good chairs cost more to buy because they cost more to make. But you get more value out of them because more value has been put into them.

Our customer's interests are our interests and this has always been the policy of our firm.

S. K. PIERCE & SON CO.
BOSTON GARDNER NEW YORK

The "Telefo-Safety"

New! Patented Office, Store, Home Necessity

Now comes the Telefo-Safety holder to swell the profits of the wide-awake dealer. Where to keep the 'phone so it won't fall off or be in the way has been a problem to millions of people for many years. The Telefo-Safety solves the problem quickly, inexpensively. Sells quickly because of its uniqueness and usefulness. Dealers appointed selling large quantities. Now installed in thousands of large Offices, Stores, Banks, etc., not only for telephones but also for electric fans. Distributors wanted in every city.

NATIONAL PHONE HOLDER CORPORATION
203-219 South Dearborn St., Chicago

No. C.66F

This new line has genuine walnut exteriors and interiors as well. Note the massive, yet graceful appearance. It carries a strong appeal to those who are interested in quality furniture.

The Dietz line includes five complete grades of desks and tables. These various grades are sufficient to meet all your requirements. All writing beds, including table tops, are finished with lacquer—the everlasting, beautiful finish.

Our new catalog is fresh from the press. Write for your copy
The Logical Line for Your Trade
The Shipping Point Convenient to You
Freight and Time Saved are Added Profits

The J. F. Dietz Co.
Makers of good desks since 1881
CINCINNATI, OHIO

merly manager of the Memphis store. Woodstock typewriters are among the lines carried.

Elyria, Ohio.—The Cleveland branch of the Royal Typewriter Company, Inc., has assigned John P. Krach to the local sales territory.

Greenville, S. C.—W. H. Marshall, who had sold Woodstock typewriters at Atlanta, has been transferred to this territory.

Hackensack, N. J.—The Service Typewriter Company, Inc., has been chartered to deal in office equipment; capital stock, $125,000; Marianus Company, charter representative, Hackensack.

Kansas City, Kans.—The K. C. (Mo.) branch of the Royal Typewriter Company, Inc., has established G. B. Griffith as local representative.

Long Island City, L. I., N. Y.—The Snyder Multiform Corporation has been chartered to manufacture attachments for typewriters; capital stock, 25,000 shares common; Organization, Maintenance, Inc., Dover, Del., charter representative.

Los Angeles, Calif.—The Shucart Book & Stationery Company, 4578 Whittier boulevard, is now carrying typewriters and adding machines. This business was located formerly at 655 South Main street.

Nashville, Tenn.—The Ambrose Printing Company, 162 Fourth avenue, North, has been appointed local distributor for the Woodstock typewriter.

New York, N. Y.—The United States Typewriter Parts & Supplies Company, 25 Walker street, has been chartered; capital stock, $30,000.

Ogdensburg, N. Y.—The Scott Typewriter Agency is now operating in its new location, 331 Ford street.

Oklahoma City, Okla.—The Dowling Typewriter Company has been established by J. W. Dowling at 402 North Broadway.

Omaha, Nebr.—B. S. Bosh has been appointed district manager here by the Remington Typewriter Company. He succeeds John R. Vettel, who had been district manager here since 1922.

Plainfield, N. J.—The Liberty Typewriter Company, Inc., has been chartered to deal in typewriters; capital stock, $5,000; Harvey Rothberg, charter representative.

Philadelphia, Penna.—Two experienced typewriter salesmen have joined the local branch of the Woodstcok Typewriter Company. J. A. McGarvey is in charge of school business; H. S. Hendel is busy on a city territory.

Salisbury, N. C.—The Typewriter Exchange, conducted by M. B. Harrelson, is now handling L. C. Smith and Corona typewriters.

St. Joseph, Mo.—LeRoy Simmons has joined the sales organization of the Royal Typewriter Company, Inc., here. He had been engaged in the office equipment field in this vicinity the past four years.

St. Louis, Mo.—A. J. Schmidt is now covering a city territory for the Woodstock Typewriter Company. He had been working the country districts.

San Francisco, Cal.—H. J. Hastings, well-known typewriter dealer, 595 Market street, has been appointed San Francisco distributor for the Royal portable typewriter. This giving out of distribution of portables to local dealers is, it is understood, a policy that the Royal Typewriter Company, Inc., is carrying out all over the country. Mr. Hastings distributes to the Emporium and to other firms that carry the Royal portable. He says that sales are going very well.

San Francisco, Calif.—L. Secor, of the Guarantey Typewriter Company, who recently moved to Second street, near Market, says he has never been so busy as he has been recently. For one thing Mr. Secor has become the factory representative for the bay counties of the typewriter stands of the Cordes Steel Products Company, St. Louis, and Mr. Secor reports quite a heavy dealer demand for these stands.

San Francisco, Calif.—Wm. Metz of the Typewriter Inspection Company, Los Angeles, was a visitor to the trade here recently. He is associated in the Typewriter Inspection Company with Lester Hitchcock. While here he made his headquarters with L. Secor. The Typewriter Inspection Company is one of the largest of its kind in the world, and Secor says that both he and Metz got their start in the demand for second-hand typewriters during the war. Secor was an officer on a trans-Pacific ship at the time, but he was a typewriter man and could not keep away from the game. Whenever the ship landed at an Oriental port, Secor started out in search of customers wanting typewriters, taking letters of credit, and shipping machines on his return to San Francisco. He says the highest amount he ever collected on one voyage in letters of credit was $52,000. Typewriters were scarce in the Orient, due to the war.

San Francisco, Calif.—The San Francisco office of the Royal Typewriter Company, Inc., is to move to larger and better quarters. Almost the entire second floor of the Wiley B. Allen building on Kearny street is to be occupied by the sales, serv-

Quality-Built
MOTORS

Waterproof Slot Insulation That Withstands
8,000 Volts

Here's unusual protection for motor and user against dangerous "grounds"—an insulation that withstands a minimum of 8,000 volts.

Impervious to dampness and free from pinholes, this improved insulation is a product of the Emerson Laboratories working in conjunction with insulation specialists—an improvement that sets today's standard in slot insulation—another reason for the dependability of Emerson Motors. 1/30 to 2 h. p., A. C. and D. C.

THE EMERSON ELECTRIC MFG. CO.
2018 Washington Ave., St. Louis, Mo.
806 W. Washington Boulevard, Chicago, Ill.
50 Church St., New York City

EMERSON MOTORS

(Patent Applied For)

Sell the
NON-SPILLABLE
Boyle Smoker
to
Office Executives

You can sell the BOYLE SMOKER at **$7.85** and make a liberal profit.

FIVE LACQUER COLORS
Chinese Red *Jade Green*
Japanese Blue *Walnut Brown*
Mahogany *Maroon*

ALL STEEL
NO ASHES—NO ODOR
SAFE—CLEAN—DURABLE

Order an assortment of a half dozen or a dozen and see how quickly they sell.

Prompt shipments to rated firms.

THE BOYLE SMOKER COMPANY
INDIANAPOLIS, INDIANA
OUR PRODUCT INFRINGES NO PATENT

AMERICAN VISIBLE
NUMBERING MACHINES

THE ONLY VISIBLE! You actually see the numbers before impression is made.

COLORFULLY FINISHED! Its bright Chinese Red handle and Lustre Black frame give it distinction.

WITH this one model you can satisfy 90% of your trade—reduce inventory—and assure quick turnover. Popularly priced, big profit margin, full guarantee. Write for prices.

And here's

654321
Impression of Figures

"AMCODATER"

The great little desk companion with the sharp metal figures and the long life. All-metal construction—dates run for 12 years—brilliant colors; Chinese Red or Jade Green - - - - - - $2.95 Retail

American Numbering Machine Co.
224 Shepherd Ave., Brooklyn, New York
CHICAGO LONDON PARIS

Canadian Agents
S. S. STAFFORD CO., Ltd., 146 King St., W., Toronto, Can.

GUTH TABLES

Demands for the newest and best are satisfied with GUTH TABLES.

A comprehensive line from the simple squared leg designs to the most elaborate—in stock sizes from 3′ to 16′.

Henry L. Guth Associates
Allentown, Pa.

STEEL BUILT

SCHOOL CASE

The Only Nationally Advertised School Case on the Market

A new idea in making a school case. Built on a steel frame like a skyscraper. The case can not curl up or become limp. Retains its shape, looks new, even after months of hard service. Gives three times the service of ordinary school case. You have never seen anything to compare with it. Sells on sight. Nationally advertised in leading women's magazines during season.

Big variety of up-to-date colors and styles. Get your order in for the school opening season.

Write for Samples and Prices.

STANDARD BRIEF CASE COMPANY
552 Broadway, N. Y.

NOW

the name on the core identifies QUALIFIED

A new feature—a mark that symbolizes our guarantee on every roll of QUALIFIED Adding Machine Paper. A further positive identification of the constant uniformity of quality that has made QUALIFIED famous.

Clear, bright whiteness; lintless, velvet surface; exact width and full length are now definitely identified by the QUALIFIED mark on every roll.

CENTRAL PAPER CO. Menasha, Wis.

QUALIFIED
ADDING MACHINE PAPER

QUALIFIED

Write for sample rolls and full details

DESK NO. 1408

Popular and Practical

Perfectly Designed to meet the needs of any Office.

Priced Right to insure increased Sales

Place your order for any of THE LAMB Costumers, Desks and Screens and receive Quality and Satisfaction.

George L. Lamb
MAKER OF
SCREENS
DESKS AND
COSTUMERS
NAPPANEE, INDIANA

THE AJAX TIME STAMP

WITH A SPECIAL BUILT JEWEL CLOCK

SETTLES THE QUESTION

of Date, Hour, Minute, Department, and any Transaction beyond dispute.

The strength and durability suggested by its name is justified by the AJAX Time Stamp in action. Constant daily use proves a record of accurate and precise performance. Date, hour, and minute are recorded by an easy push on the plunger handle. More than fifty AJAXES are now in use in the First National Bank of Boston. A substantial dealer discount is allowed on each order. Write today for further information and descriptive matter.

Price $40.00—Engraving extra

AJAX TIME STAMP CO.

81 WASHINGTON ST., BOSTON, MASS., U. S. A.

Illinois Representative:
American Seal & Stamp Co., 120 S. Clark St., Chicago

Missouri Representative:
Banner Rubber Stamp & Seal Co., 208 N. 4th St., St. Louis, Mo.

New York Representative:
R. A. Stewart & Co., 80 Duane St.

ice, employment and accounting departments. In the new location the Royal will be very centrally and conveniently situated.—C. E. F. Russ, district manager, reports that the first of 1928 showed a very decided increase over any similar period in the past. Furthermore, Mr. Russ expects the year to finish in the same way.—Paul Ross, who for a number of years represented the Royal typewriter in Reno (Nev.), has taken a territory in San Francisco. Mr. Ross is a seasoned typewriter man and will, no doubt, make the kind of record everyone expects of him.

Santa Rosa, Calif.—The Santa Rosa Typewriter Exchange has been opened to operate a general repair business for typewriters.

Syracuse, N. Y.—James J. Hogan has been appointed branch accountant by the L. C. Smith & Corona Typewriters Inc. He is in charge of branch accounting and procedure. Mr. Hogan had been a traveling auditor for the organization some time.

ACCOUNTING MACHINES

Interest in machine bookkeeping will be stimulated by many stationers August 6-11 through displays of supplies for such systems. Branch offices of machine bookkeeping device manufacturers can co-operate with stationery dealers through loaning a machine for window display, in conjunction with selections of binders, sheets, etc. Mutual good will results. This drive is sponsored by the National Association of Stationers, Office Outfitters and Manufacturers.

Chicago, Ill.—E. W. Curtice, head of the General Office Equipment Corporation's general service department, visited the Chicago branch of the General Office Equipment Corporation in July.

Chicago, Ill.—The Maloney-Gilmore Company, 508 South Dearborn street, continues as in the past, to devote itself exclusively to rebuilt Elliott-Fisher machines—sales, service, supplies, including motor return for carriage and printed manifolding forms.

Pittsburgh, Penna.—The mechanical accounting exhibit of the Burroughs Adding Machine Company was on view some weeks ago at the Fort Pitt hotel. W. A. Neumann, local manager for the Burroughs Adding Machine Company, was in charge.

San Francisco, Calif.—Business is very good, states G. L. Roberts, district manager for the Ellis Adding Typewriter Company. The company's new quaduplex model is making a hit on the Pacific coast.

Bookkeeping Machines Gain in Chile

Commerce Reports] Bookkeeping machines were introduced into Chile several years ago, but only during the last few months have they begun to gain favor. Five of the twenty-five banks in Chile are now using them for their monthly statements, and, as they have proved satisfactory, it is believed that the other banks will soon be using them. Commercial firms have been more reluctant in adopting these machines, but a few of the largest and most progressive companies have installed them and others will, no doubt, follow. It is felt that American manufacturers should insist on their agents increasing their sales efforts in the future, as now that they have been able to break into the market a fair volume of business should follow.

ADDING MACHINES

Chicago, Ill.—J. L. Soutter, sales manager for the Add-Index Corporation, enjoyed some excellent fishing near Shawano, Wis., on his vacation.

Chicago, Ill.—Window displays of the Nos. 7 and 10 Corona adding machines in the windows of the Adding & Calculating Machine Exchange, 26 South Wells street, have stirred up a lively interest in these devices. W. C. Lothrop, the owner, reports business holding up well, both in adding machines and typewriters, despite the summer distractions.

Cincinnati, Ohio.—The M. C. Jacobs Adding Machine Company has moved to a new store at the corner of Main and Ninth streets.

Providence, R. I.—The local agency of the Burroughs Adding

WHITE RIVER CHAIR COMPANY
Brattleboro, Vt.

No. 615

Office Chairs in oak, imitation walnut and imitation mahogany.
Write for Catalogue.

For Signatures of Importance
and all Writing of
Intended Permanence

101 YEARS OF MANUFACTURING EXPERIENCE

This chair is No. C 3003 C

There is a swivel chair to match

GOOD LOOKING—FAST SELLING

THIS new Heywood-Wakefield design looks good and sells fast. It is well made, extremely comfortable and possesses an individuality that will appeal to your trade. And it is priced right, too!

Heywood-Wakefield
REG. U.S. PAT. OFF.

Baltimore, Md.
Boston, Mass.
Buffalo, N. Y.
Chicago, Ill.
Kansas City, Mo.
Los Angeles, Calif.
New York, N. Y.
Philadelphia, Pa.
Portland, Oregon
St. Louis, Mo.
San Francisco, Calif.

The Superior
MULTIPOST
STAMP AFFIXER and RECORDER
SAVES STAMPS, TIME and MONEY

Eliminates four out of five necessary operations in the stamping of mail. Prevents loss, misuse and mutilation of stamps by keeping them locked together in one safe place. Makes possible an accurate record of all stamps used.

DEALERS:

You know that persistent National Advertising creates a steadily increasing demand for an article, the merit of which has already been established. Each of our advertisements urges prospects to ask you for the Multipost and you should be prepared to supply them. Under our Dealer Plan you carry no stock, have no money invested and are not obligated for service.

[If you have not received our Dealer Book "Why & How," write for it now.]

Multipost Company
ROCHESTER, N. Y.

Machine Company has been moved from 86 Weybossett street to the Old Colony House, 58 Weybossett street.

San Francisco, Calif.—The San Francisco Curb Exchange, referring to dealings in the recently announced rights to purchase additional stock issued by Marchant Calculating Company, called the attention of members to the fact that these rights call for the purchase of one additional share for each eight shares held, as of record June 5. The curb cautioned members against selling these rights in lots that are not divisible by eight. Holders of less than eight shares get no warrants and those holding between nine and fifteen shares only have the right to one additional share.

Syracuse, N. Y.—H. P. Davy has been placed in charge of the accounting operations of the Portable Adding Machine Company. He had been a branch office accountant for the L. C. Smith & Corona Typewriters, Inc., the past three years.

OTHER MACHINES

Chicago, Ill.—The United Autographic Register Company has increased its capital stock from $750,000 and 100,000 shares no par value to $2,000,000 and 100,000 shares no par value.

New York, N. Y.—The Daus Duplicator Company, formerly at 401 Broadway, is now located at 69 West Houston street.

New York, N. Y.—Reiner's Rotaprint Company, now at 1 Park avenue, will occupy office space in the new office building at 114 East Thirty-second place.

New York, N. Y.—The Addressing Typewriter Stencil Corporation has been chartered; capital stock, $100,000; A. A. Feinberg, charter representative, 605 Madison avenue.

New York, N. Y.—The Electrographic Corporation has been chartered; capital stock, 150,000 shares no par value; incorporators—Geo. S. M. Montgomery, Jr., Roy Wilson, and C. I. Crouse.

Pittsburgh, Penna.—R. B. Jones has been appointed manager of the local branch, The American Multigraph Sales Company. He had been division manager at Jacksonville, Fla. Mr. Jones has been succeeded at Jacksonville by L. W. Smith, formerly a salesman at the Jacksonville branch.

Rochester, N. Y.—F. G. MacIlroy, manager here for the Dictaphone Sales Corporation, has moved from 4 Church street to 301-02 Cox building, 36 St. Paul street.

San Francisco, Calif.—C. P. Carter, formerly with the Tablet & Ticket Company, is now with Frank E. Wilber, 595 Market street, office equipment dealer and rebuilder of office machines. The lines include calculating, dictating, bookkeeping, addressing and check-writing machines. Mr. Carter is well-known to the trade, and his new affiliation has interested many friends.

San Francisco, Calif.—C. E. L. Shaw, district manager for the Addressograph Company, has had his responsibilities increased through the addition of several new states, taking in ten in all. J. W. Walcott has been made assistant San Francisco manager, to relieve Mr. Shaw of some of his duties. Mr. Walcott had been Addressograph manager at Oakland.

San Francisco, Calif.—"One Way to Bigger Pay" was the title of an address given recently over KFRC San Francisco by Lillian M. Speake, director of the Dictaphone School. Mrs. Speake told the story of the evolution of writing from the stone ago, when letters were carved in stone by the hairy ancestors of present man, on down through the birth of the alphabet, Spencerian writing, shorthand and other developments which facilitated the entry of womankind into the field of business. Describing the evolution of the Dictaphone, and its present economies and efficiencies, Mrs. Speake told how it offers a career for women. June 18, speaking before a conference of Pacific states educational people at Long Beach, Mrs. Speake discussed Dictaphone typing as a major subject in the school curriculum, what has been done along that line in the east by R. Beall, director of education, Dictaphone Sales Corporation, and what is available for western educators and schools.

West Orange, N. J.—Ediphone Service, Inc., has been chartered to manufacture sound reproducing devices; capital stock, $100,000; Harry F. Miller, charter representative, West Orange.

Opportunity for Business

Philadelphia, Penna. — The Efficient Duplicating Company, 1700 Walnut street, has been registered as a commercial title in the common pleas court by Mary G. Pokress, 2225 South Seventy-first street, and Pauline F. Weiss, 3228 Clifford street.

Stronger

Sherman-Manson Stands are made of Tubular Steel to make them Stronger . . . Incidentally they are Cleaner and Lighter.

In Black, Green or Mahogany with Oak or Mahogany Tops.

Mail the coupon for full particulars and our New Lower Prices on 7 New Models to meet every office and factory demand.

Style 23-A

SHERMAN-MANSON MFG. CO.
1455 West Austin Avenue, Chicago

Please send folder with full information regarding your new, lower prices.

Name_____

City_____ State_____

Check over with us

√ **Built stronger**
√ **Finished better**
√ **Quicker delivery**
√ **Exceptional value**

That's a lot to offer you—it enables you to offer a lot to your customer.

And we will give you the exclusive sale rights in your city—protecting you that none other can offer these advantages. Repeat business is assured you.

Shall we send the illustrations and tell you all about Englewood?

Englewood Desk Co.
58th and Lowe Avenue
Chicago

REPUTATION

For over twenty years we have made

Quality Thumb Tacks

and builded a reputation for these products of which we are justly proud.

Users know our products are Standard Quality which accounts for dealers finding them so readily sold. They insure a fair profit to retailer and jobber—service and satisfaction to the consumer.

HOGE MANUFACTURING CO., INC.
23 East 21st St., New York

Also makers of
"HOGE" STAPLER & "PAL" PENCIL

TRY THIS TYPEWRITER RIBBON

FREE!

Take advantage of this remarkable "get acquainted" offer.

YOU know what you pay for high class, superb quality typewriter ribbons—and the price you have to pass along to your customers.

Here is as good a ribbon as you've ever sold, AT A VERY MODERATE PRICE! Under the most severe test it continued to write black—down to the fortieth consecutive writing day. And it writes clearly from the start, erases easily, and does not smudge.

Here indeed is a ribbon which you can unhesitatingly recommend to your customers—which you can sell in gratifying quantities because of very moderate selling price you can put upon it!

Supplied boxed—your imprint if you prefer—or in 144 yard reels.

Fill in and mail coupon now. Don't pass up this exceptional opportunity.

IMPERIAL MANUFACTURING COMPANY
295 Washington St. Newark, N. J.

Please send us sample typewriter ribbons (at no charge) for:

Machine ..... Color.....

Name .....

Address .....

.....

IN and OUT REGISTERS

are used by thousands of offices that have salesmen, such as real estate offices, auto sales agencies, also used in hospitals for doctors, internes and nurses. Made in any size. Write for circular.

DAVENPORT-TAYLOR MFG. CO.
Boston New York San Francisco
General Offices and Factory
412 Orleans St. Chicago, Ill.

No. 4005

Gunlocke Matched Suites are Ready

As in Gunlocke chairs, the new matched suites have the standards of superior quality. Now Gunlocke dealers can render a full and complete service in office furniture.

The new catalog will be ready Aug. 1st.

THE W. H. GUNLOCKE CHAIR CO.
Wayland, N. Y.

Export Department, 308 Broadway, New York City

Western Office Furniture Exchange San Francisco, Calif.

DUROCERMA

Arlac makes the best dry stencil possible and then helps you sell it by telling your customers about it through regular, consistent national advertising.

Inquiries are turned over to local dealers. A quality product that makes repeat sales, an active program to get new users and full cooperation with dealers. These are the reasons alert dealers are making money on Arlac Dry Stencils and Duplicating Supplies.

Send for a Sample.

Arlac Dry Stencil Corporation
418 Fourth Avenue Pittsburgh, Penna.

The Defiance Eyelet Punch

A combination punch and eyelet set — thoroughly reliable, fully guaranteed and constantly in stock. Also **Defiance Eyelets.**

STANDARDIZE ON THE
GENUINE GEM AND PERFECTION

Desk Memorandum Calendars

Perfection No. 30

"House of Service

DEFIANCE
SALES CORPORATION

72 SPRING STREET NFW YORK

Stationers' Glassware, Hardware and Specialties

STAMPS - STENCILS - SEALS

The National Association of Stationers, Office Outfitters and Manufacturers has scheduled a sales drive August 13-18 on Commodity Classifications Nos. 3 and 10. These include Inks and Adhesives, all kinds of Stamping Inks, Stamp Pads, Show Card Colors, Numbering Machines and all kinds of Rubber Stamp Goods.

Chicago, Ill.—Robert H. Connolly, vice president and treasurer of Wm. A. Force & Company, visited the local branch in July.

Chicago, Ill.—The offices of the Atlas Bronze Company have been moved from 412 Orleans street to 333 North Michigan avenue. The foundry and shop remain at the Orleans street address.

Chicago, Ill.—The DuPad Corporation, 3554 South Hoyne avenue, has been chartered to manufacture and deal in printers' pads, glue, stamps, ink, stationery, etc.; capital stock, 200 shares no par value; incorporators—Edward Kubiss, William J. Kenney and Leroy J. Hanson.

Chicago, Ill.—Jos. A. Pardi, of the American Seal & Stamp Company, enjoyed his vacation at the Ferndale Rod & Gun Club, New Auburn, Wis. He took his family along in the trusty motor car, and met and conquered the offspring of some of the big ones he caught last year in the same waters. Frank Eimann, of the Art Novelty Company, was also at that resort in July.

San Francisco, Calif.—The Moise-Klinkner Company has secured distribution of "Solo" stamp pads, made by the Peerless Carbon & Ribbon Company. A new line of desk signs and name plates has been acquired.

San Francisco, Calif.—The Superior Type Company, Chicago, Ill., has established a warehouse here to care for the requirements of dealers. This branch, at 268 Market street, is wholesale exclusively. R. H. Laeremans, Pacific coast traveler for the company, is in charge of the branch. Through rearrangement of some of the territory East of the Rocky Mountains Mr. Laeremans is now in a position to direct the operations of the branch, and to meet the trade on the coast about four times a year.

LOOSE LEAF

Machine Bookkeeping Systems are the subject of a sales drive organized by the National Association of Stationers, Office Outfitters and Manufacturers the period August 6-11. Displays of binders and sheets, preferably with a representative bookkeeping machine shown in the window for "local color," will be effective in directing attention to the stationer's facilities to furnish binders and supplies for machine bookkeeping.

Chicago, Ill.—The Vawter Fanfold Company has established a local office at Room 618, 130 North Wells street.

Columbus, Ohio.—William E. Grant has been appointed store manager by The Columbus Blank Book Manufacturing Company. He has been active in the stationery field of this state the past twenty-six years.

San Antonio, Texas.—The Universal Publishing Syndicate has added loose leaf merchandise, stocking special sizes and types for printers and stationers. R. E. Hearn is sales manager. The company does a general bookbinding business.

Pasadena, Calif.—David C. Reed, formerly with The Baker-Vawter Company as district manager at Pittsburgh and in New York state, has resigned from the service of the Remington Rand Company. His plans for the future have not been announced. At the time of the merger Mr. Reed was transferred to San Diego, Calif., as loose leaf specialist covering the Santa Barbara, Santa Ana, San Bernardino and San Diego districts.

United States Consulate at Cali

The United States Department of State has established a consulate at Cali, Colombia. This is recognition of the increasing importance of that section, a similar consulate having been opened at Medellin early in 1928.

NOTICE

Our new complete line of Postal Scales, with dials complying with the new Postal Laws are now ready.

Dealers supplied through the principal jobbers.

PELOUZE MANUFACTURING CO.
232 East Ohio Street
Chicago, Ill.

Original Manufacturers of
RELIABLE AUTOMATIC POSTAL SCALES

An Opportunity for Specialty Salesmen

VIDAVER Starts the Day Right!

In every business office, the first duty of the day is to *open the mail.* Speeding that detail accelerates all things that follow—handling of orders, bank deposits, shipments, filing, and important executive decisions.

VIDAVER *opens the mail* at a speed of 21,000 per hour, feeding automatically and accurately grinding off six thousandths of an inch from the edge of the envelopes, thus avoiding any damage to enclosures, and any interference in operation sometimes occasioned in other methods by coins, clips, or other metallic contents. It opens all sizes and shapes of envelopes requiring no previous preparation of envelopes or adjustment of machine. Feed receptacle can be re-filled while envelopes are going through assuring continuous, uninterrupted service.

There are still a few choice territories available. Write us in detail of your qualifications; we shall be glad to explain our proposition. Our folder "Time" gives details of machine and is sent on request.

VIDAVER LETTER OPENER COMPANY
1755 Broadway New York, N. Y.

WE OFFER THE FINEST LINE OF

CARBON PAPERS

QUALITY ALCO GUARANTEED

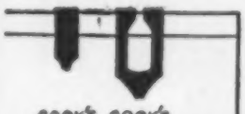
TYPEWRITER RIBBONS

EXCLUSIVE FOR THE DEALER AND STATIONER

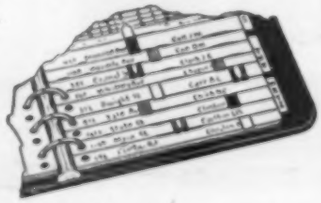
Allen & Company

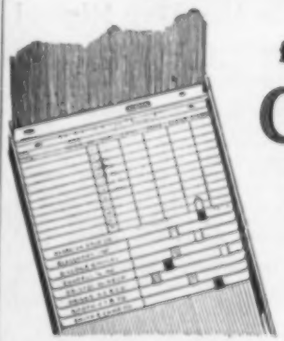
11-13-15 Vandewater Street
New York

two new metal signals that "stay put" on VISIBLES



COOK'S No. 22 COOK'S No. 24





for every card file

COOK'S

FILE SIGNALS

Send for samples

THE H. C. COOK CO., ANSONIA, CONN.

RIBBONS AND CARBONS

Chicago, Ill.—Donald M. Downs, manager here for the Caxton Laboratories, made a trip east in July. While there he visited the consolidated factories near Pittsburgh.

Pittsburgh, Penna. — The Impression Products Company of Pittsburgh has been chartered to manufacture carbon paper; Captial stock, $5,000; Kenneth Nuttall, charter representative, 1101 Le Clair avenue.

San Francisco, Calif.—Miss M. Cowan has joined the local office of Mittag & Volger, Inc.

(Stationery—Continued from Page 174)

Los Angeles, Calif.—J. Montgomery has been appointed manager of the stationery and school supply department of the Los Angeles News Company. He had been connected with the Oregon News Company at Portland, Ore. Both companies are constituents of the American News Company.

Madison, Wis.—One of the oldest book stores in the state has been incorporated as the Moseley Book Company, Inc.; capital stock, $75,000; incorporators—Harry Moseley, Berthold Sauthoff and Henry Sauthoff.

Minneapolis, Minn.—The H. A. Rogers Company has moved to 911 Marquette street; the former location was 531 Marquette street.

Modesto, Calif.—Lee Bros. Stationery Store has opened for business at 1022-24 I street. The company has operated at this address prior to a fire several months ago, which destroyed the building. The temporary store was located at 915 I street.

New Orleans, La.—The Tropical Printing Company has purchased a large building adjoining its plant and warehouse, and is enlarging.

New York, N. Y.—The McKinney-Doubleday Company has been chartered to conduct a stationary business; capital stock, $50,000; Lusk, Buch, Ames & Cook, charter representatives Cortland street.

Philadelphia, Penna.—The Original Schiff Brothers, 311 Market street, have leased the first floor and basement at 610 Market street.

Portland, Ore.—Charles W. Foote has been appointed Pacific Coast representative by the Rockwell-Barnes Company, 1511 West Thirty-eighth street, Chicago, Ill.

Portland, Ore.—John Gill, of The J. K. Gill Company, celebrated his seventy-seventh birthday May 6. The Portland climate conduces to longevity. His brothers, Joseph K., James and Samuel, are eighty-six, seventy-nine and seventy-five years old, respectively.

Portland, Ore.—K. K. Kubli, of the Kubli-Howell Stationery & Printing Company, has received the nomination on the Republican ticket for the state legislature, in the eighteenth district. He has represented his district four terms, and was speaker of the house in 1923.

San Francisco, Calif.—J. T. Shields, western representative of the Buxton Keytainer Company, has been making headquarters here in covering the Pacific coast territory.

San Francisco, Calif.—Walter Willoughby, Inc., has taken the agency for Neva-Clog Products, Inc., Bridgeport, Conn. Mr. Willoughby considers the line one of his most important items.

San Francisco, Calif.—The Arlac Dry Stencil Company has taken increased space here. Milo Harding has located the San Francisco office at 149 New Montgomery street. The Los Angeles office is now at 635 South Los Angeles street. Complete stocks of stencils and ink are carried in both cities.

San Francisco, Calif.—Beginning with the war, some of the valleys of central California have become important producers of rice. The rice straw has been a waste product, but plans are now on foot to erect a rice paper mill at Richvale (Butte county). Those interested in the mill say it will be the only one of the kind outside Germany. The Pacific Coast Pulp & Paper Company, Los Angeles, with a capital stock of $1,500,000, is to erect the mill. It is stated that financing of the corporation has been fully completed and the project fully underwritten. Skilled paper makers and mechanics are to be employed in the percentage of about forty to 100 people. The initial investment in Butte county, under the terms of the announcement will be $625,000.

Santa Rosa, Calif.—C. F. Weber & Company, San Francisco, has established a local branch. The business of Milo Harding has been acquired. Mr. Harding is now selling the Arlac dry stencil in southern California.

Book Form Cards printed by* YOU *bring repeat orders!*

PRINTING ordinary business cards is nothing unusual; any printer can do it.

But printing business cards in an out-of-the-ordinary way, and delivering them to the customer bound in tabs—from which each card can be detached crisp and fresh with perfect edges—is something which printers with *a reputation for good work* are doing.

For the printer who buys these blank scored cards ready for printing from The John B. Wiggins Co. is paying but a small price for high quality and a liberal margin of profit. With them he can *afford* to do good work!

Blank scored cards in several standard sizes can be secured direct from us, ready for printing and inserting in Patent Lever Binder Cases which hold 15 or more cards. No binding or stitching is required.

Write today for a sample assortment of cards and cases. See how easily orders for business cards will come when you demonstrate them!

PRINTERS' SPECIAL GRADE SAMPLE ASSORTMENT LOTS

200 Cards, Business Size $1
2 Lever Binder Cases

1,200 Cards, 4 Sizes - - $5
8 Lever Binder Cases

2,500 Cards, 4 Sizes - - $10
15 Lever Binder Cases

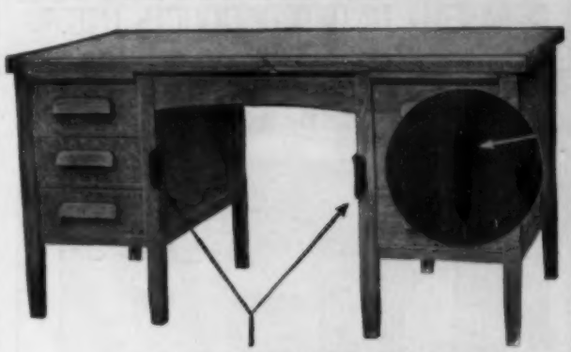
The John B. Wiggins Co., 1153 Fullerton Ave., Chicago

[Established 1857]

**The Cards that detach from tabs with perfect edges*

WIGGINS
Peerless Book Form
CARDS

PROTECTION



THE DAVIDSON DESK GUARD

Protect Your Desks from Chair Knocks

The Davidson Desk Guard protects your desk, ***and prevents ladies' silk hose and dress tearing on the rough corners.***

A quality rubber product to match ***the color of your desk.***

Cartons contain one set complete with tacks ready to put on. 75 cents per set.

Write for Dealers' Discounts

THE LIN-MAY CO.
Successor to M. M. DAVIDSON CO.
111 West Jackson Boulevard CHICAGO, ILL.

STRICT adherence to standards which have proved acceptable everywhere, has resulted in a history of quality chair building for eighty years. Write for booklet covering period chairs and complete catalogue.

CONRADES MFG. COMPANY
Manufacturers of Office Chairs and School Seating
1942 North Second St., St. Louis, Mo.

No. 2007

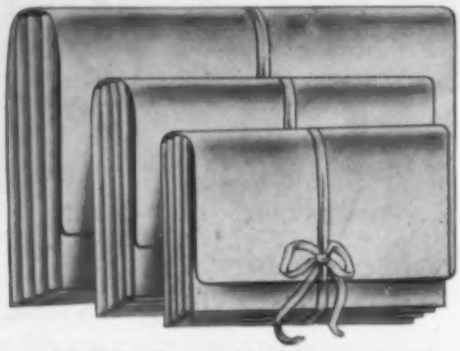
EXHIBIT
1718 Washington Avenue, St. Louis, Mo.

Six million magazines carry the Vul-Cot message to thirty million readers—every month during 1928. . . . It is your advertising—to help you sell more wastebaskets. Write for facts.

NATIONAL VULCANIZED FIBRE CO., Wilmington, Del., U. S. A.

LEATHERWEAR
McGILL PAPER PRODUCTS INC.

Flat and Expanding Wallets



LEATHERWEAR wallets have the strength and durability suggested by their name. The individual excellence of each LEATHERWEAR paper specialty is augmented by the completeness of the LEATHERWEAR line. The popular sizes of wallets, envelopes, boxes, folders, covers, etc., are carried in stock and ready for immediate shipment.

Write for our catalog and price list.

McGILL PAPER PRODUCTS
INCORPORATED
700 South Sixth St. MINNEAPOLIS, MINN.

We are accepting orders and making prompt shipments on TRINER postal and parcel post scales equipped with charts conforming with the changes of postal and parcel post rates in effect July 1, 1928.

Triner Scale & Mfg. Co.
2714 West 21st St. Chicago, Ill.

Inklets tuck away in a small space

Inklets cut down Ink bills 50% or more

Hundreds of business men and particular penmen prefer

INKLETS

combining with water to produce a smooth vivid Ink.

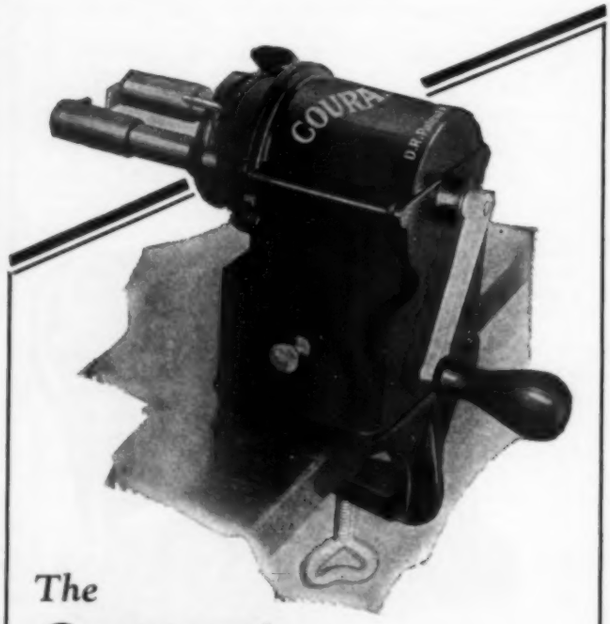
Inklets make *fresh* Ink — free from sediment

Inklets are unaffected by heat, cold or age.

Write for Dealer Offer

Write for Samples

GENERAL ECLIPSE CO.
DEPT A — DANIELSON, CONN.



The
Courant

Demonstrate this really good sharpener.
Any pencil sharpener serves a long time. A sharpener is bought, fastened down and is in use from then ad infinitum regardless of how unsatisfactory its service may become.
Why not recommend this high grade COURANT—so much better for the user—and better for the dealer, too!
Write us.

Business Aids Company
310 Broadway New York, N. Y.

PENS AND PENCILS

Commodity Classifications Nos. 2, 4, 7, 8, 13 and 14 are the subject of a sales drive August 20-25 by the National Association of Stationers, Office Outfitters and Manufacturers. Embodied are School Supplies, including Composition Books and Paper, Pens, Pencils, Pencil Sharpeners, Crayons, Fountain Pens, Mechanical Pencils, Pins, Paper Clips, Paper Fasteners, Leather Portfolios, Brief Cases, Rulers and Miscellaneous Supplies. The drive continues August 27-September 1, featuring Pens, Pencils, Pencil Sharpeners and Rubber Erasers.

Brooklyn, N. Y.—John W. Desbecker has been appointed advertising manager for Eberhard Faber, 37 Greenpoint avenue. His previous advertising affiliations include the Sonora Phonograph Company, and The New York American; more recently he has been engaged as a free lance advertising man.

Chicago, Ill.—C. L. Leighton, of The Autopoint Company, accompanied by his wife, spent his vacation with relatives at Toronto in July.

Chicago, Ill.—M. A. Fountain, manager here for the Conklin Pen Company, spent an enjoyable vacation, accompanied by his wife, at Estes National Park. They returned to Chicago late in July.

Chicago, Ill.—A handsome display was made in July in the windows of the Blankmeyer store at 133 West Lake street. Attractive items from the "Sheaffer" line of fountain pens, mechanical pencils and desk sets challenged the attention of "the man on the street."

Lowell, Mass.—Donaldson's stationery store used the airplane to replenish its stocks of fountain pens, which had been insufficient to meet the commencement demand. An order was telephoned to the Boston branch of The Parker Pen Company, and in thirty minutes a consignment of "Duofold" pens was landed at the Lowell airport.

Newark, N. J.—John F. Giles & Sons Company has been chartered to manufacture fountain pens; capital stock, $25,000; W. M. Brown, charter representative, Newark.

San Francisco, Calif.—Miss Blanche Angeil has joined the Isaac Upham Company. She had been in charge of the pen and stationery department of Wobber's, Inc., and before that with the H. S. Crocker Company, Inc.

San Francisco, Calif.—For nearly a week, beginning July 4 a convention of Pacific coast salesmen of the L. E. Waterman Company was held in the L. E. Waterman building. Edgar D. Sparks, Pacific coast manager for the company, conducted the meetings. A little later in the month, Mr. Sparks left on a business trip south.

San Francisco, Calif.—Angy B. Thomas, Pacific coast manager for Eberhard Faber, reports great success for the campaign pencils just got out by Faber. One is the Hoover pencil and the other the Smith pencil. Each of the pencils is in the university colors of the candidates, Hoover, a university of California man, has blue-and-gold for his 'varsity colors and the Smith pencil is in red and green. Mr. Thomas reports a great rush of orders for these pencils from all over the coast, many of the orders coming by wire.—Thomas McElroy, in charge of school work, was expected back by Mr. Thomas July 18. He went to New York to attend a conference at the factory.

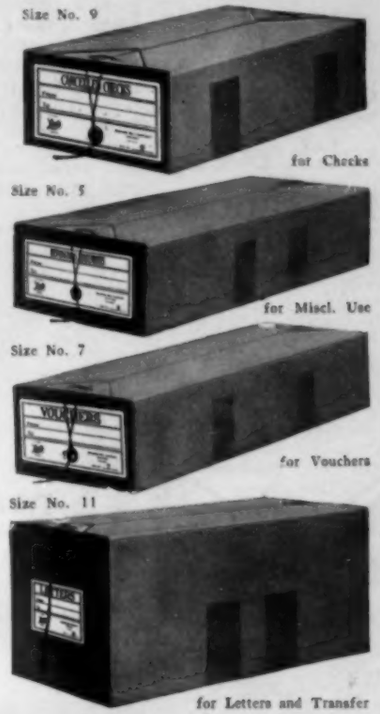
San Francisco, Calif.—During the daytime or the night of Sunday, July 8, a burglar smashed a corner of a big glass window in the A. Carlisle & Company's store on Bush street, near Montgomery. Just able to insert a hand, the burglar pulled over to the corner a portion of the cloth under the window display and emptied a tray of Waterman fountain pens, a foot and one-half away. They were the new Waterman No. 7 pens, at $7.00 each. S. J. Trengove, manager of A. Carlise & Company's retail stationery department, thinks the burglar was frightened away as he took nothing but six pens. Members of the trade are asked to watch for new No. 7 Waterman fountain pens being offered for sale by unknown agents.

San Francisco, Calif.—H. L. Carmen, vice president of the Mabie-Todd Company, was a visitor from New York in the early part of July. Mr. Carmen had been expected for several months at headquarters of the H. S. Crocker Company, Inc., distributors for "Swan" fountain pens in this territory. W. H. Goldfinger, head of the fountain pen department of the H. S. Crocker Company, says that while in this city Mr. Carmen held several informal meetings for fountain pen salesmen of the H. S. Crocker Company, Inc. During his presence here, a rather unusual fountain pen and ink window was installed in his honor. It aroused the curiosity of passers-by as to how

$ $ $ $ IN PROFIT

We have a very attractive proposal on Liberty BOXES to make to rated dealers.

Clip and mail this ad for full information.



BANKERS BOX CO., INC.
Rand-McNally Bldg. Chicago, Illinois

Amronlite

Attracts

3603-A

Because of its luxurious, artistic appearance, Amronlite attracts. The powerful initial attraction is augmented by an appreciation of true quality that becomes apparent on closer inspection. Write for illustrated booklet O-8, showing Amronlites in colors.

Cuspidors of Brass
By Faries

Quality is as important in cuspidors as in desk lamps. Faries offers a fine quality line of brass cuspidors, containing a wide range of models for hotels, clubs and offices.

8403

Ask for catalog O-A-8

FARIES MFG. CO., Decatur, Ill., U. S. A.

Sell Bump with every file cabinet

Salesmen who are filing equipment experts are the best income producers in the store. Their advice frequently saves hours of business time every month, and hundreds of dollars. They advise use of the BUMP paper fastener — no clips, staples or pins to catch and scratch—no mucilage to gum up unrelated papers.

There are two models; the stand machine illustrated here, and the hand model, portable and easy for long, continued use.

BUMP PAPER FASTENER CO.
LA CROSSE, WIS.

Eastern Representative
Seymour Conover Company
350 Broadway, New York

Real Quality *creates* Demand

It takes real salesmanship to build up a typewriter ribbon and carbon business and it takes real quality to hold it up. That is why QUEEN BRAND makes such a good proposition for real, live salesmen. Ask us for samples and prices.

A better ribbon for every purpose

A better carbon for every requirement

QUEEN
Ribbon & Carbon Co.
Manufacturers

109 Reade Street New York, N. Y.

the ink supply remained perpetual in a huge bottle of Carter's ink which appeared to be emptying itself at a great rate into a giant inkwell. The bottle was suspended, almost bottom up, by light wires and there was no apparent way of replenishing it. Window signs read: "We especially recommend Carter's "Ryto" blue black ink for fountain pens and general use." A number of "Swan" fountain pens and desk sets was arranged attractively around the automatic ink bottle.

"Brief Economic Survey of Luxemburg"

The United States Department of Commerce has published Trade Information Bulletin No. 559, "A Brief Economic Survey of Luxemburg." Copies may be obtained for ten cents from the Superintendent of Documents, Government Printing Office, Washington, D. C., or from the district and co-operative offices of the Bureau of Foreign and Domestic Commerce. The bulletin is a brief survey of the industries of Luxemberg, including sections on its principal groups of interests controlling the country's metallurgical trade.

"Standards Yearbook" by Department of Commerce

The United States Department of Commerce has issued the "Standards Yearbook for 1928." Copies can be obtained for $1.00 in New York draft, or cash at sender's risk for delivery in the United States, or for $1.20 to foreign countries (other than Mexico and Canada). Remittances should be made and addressed to the Superintendent of Documents, Government Printing Office, Washington, D. C.

The yearbook is 6x9 inches, 400 pages; bound in blue buckram, with eighteen illustrations. It outlines the standardization activities of the Federal Government, states, counties, municipalities, scientific societies, trade associations, international standardization organizations, foreign governmental and industrial standardization organizations. An extensive bibliography on standardization is given.

CATALOGUES

Paragraphic reviews of current issues from the catalogue and allied fields, classified for convenient reference.

Manufacturer

From the Tell City Desk Company, Tell City, Ind., comes an envelope stuffer descriptive of its No. 0530 portable typewriter desk.

The Evansville Desk Company, Evansville, Ind., has completed its new catalogue. Dealers desiring a copy can obtain one on application.

The Frank A. Weeks Manufacturing Company, 93 John street, New York, N. Y., has issued a catalogue of 1929 calendars. "Duco" finish is now shown on the calendar stands. Stands of celluloid, in pearl inlay effect, are shown for the first time.

From the Aluminum Company of America, Pittsburgh, Penna., comes a folder in black and aluminum describing aluminum guards for desk legs. These prevent the abrasion and shattering of the legs of wooden desks, preserving the furniture and preventing the tearing of garments.

From the Polar Manufacturing Company, 119-25 North Fourth street, Philadelphia, Penna., comes its new catalogue of "practical office articles." Copies are available on request to all stationers and their outside salesmen. There are fifty-one different items listed, with many variations in sizes, colors and finishes. The salesman has many angles from which to appeal when discussing items of office fittings with a customer. Color is used extensively in illustrating the articles shown.

Dealer

By means of an unusually fine piece of printed advertising Pierce, Incorporated, Hartford, Conn., presents "Evidence," a 36-page booklet that contains numerous illustrations of fine offices planned and furnished by the Pierce organization. A happy choice of type and a carefully planned layout are augmented by excellent printing in two colors. A pleasant brown ink was used for the halftone work and a harmonious blue for borders, swash letters, and trademarks. Pierce, Incorporated, is to be congratulated on the success of what E. S. Pierce, president of the company says is the "first venture in this particular field" of advertising.

Direct Mail—Manufacturer

The Underwood Typewriter Company, New York, N. Y., sent commercial schools the August copy for the Underwood expert typing test. It is a selection from "Just Shrimp," written by J. N. Kimball.

The Hoosier Desk Company, Jasper, Ind., addressed dealers regarding its new "Executive C" grade line. This is a companion for the "Colonial A" grade, and embodies artistic design with good workmanship.

The Heyer Duplicator Company, Inc., 901-11 West Jackson boulevard, Chicago, Ill., announced to dealers that "Mr. Lettergraph" would give informative talks on duplicating processes, over Station WSBC (232.4 meters). This announcement was done in two colors on the "Lettergraph." Illustrations were used effectively to brighten the letter.

"The Comeback" from the Oxford Filing Supply Company, 500 Driggs avenue, Brooklyn, N. Y., tells the story of repeat business brought through service. A proven merchandising plan behind Oxford filing supplies assures the "comeback" of established customers when transfer time or increased business necessitates additional folders, guides or index cards.

Direct Mail—Dealer

"Printing facts" was sent by The Columbus Blank Book Manufacturing Company to acquaint business men with the

A Paper Clip Is a Small Thing—But It Has a Man's Size Job To Do

GRAFFCO VISE CLIPS

and there are other Graffco Products equally good—

VISE SIGNALS
VIZ SIGNALS
VISE INDEX TABS
MAPTACKS
PENCIL SHARPENERS

—can lift or hold 500 times their own weight

—have 2 gripping points which prevent papers slipping in any direction

—are neat and efficient

3 sizes for holding 2 to 50 papers. Made of plated spring steel.

GRAFF-UNDERWOOD COMPANY
64 WASHBURN AVE.,
CAMBRIDGE, MASS.

Even 120 lbs. of Bouncing Femininity Won't Tip it Over

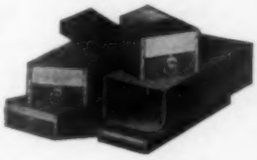
THAT'S the way Sanymetal all metal Costumers are built—to withstand unusual strain and give a lifetime of service. Sturdy, hollow metal, standard and base are solidly welded, not screwed. Heavy bronze hooks, firmly fastened. Permanent, baked enamel in all the popular and wanted finishes, makes the Sanymetal Costumer a handsome fixture. Built to out-last and priced to out-sell ordinary costumers.

Write for folder and prices
The Sanymetal Products Co.,
1695 Urbana Rd., Cleveland, O.
New York Distributor:
A. H. Denny, Inc., 356 Broadway

Sanymetal COSTUMER
TRADE MARK U.S. REG.

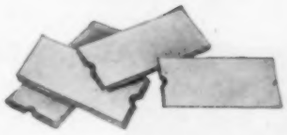
DIEMER PRODUCTS FOR SATISFACTION AND SERVICE

ENVELOPES for Filing, Mailing and Carrying Purposes, in RED ROPE and JUTE, for flat or folded papers. Also Metal End Filing Boxes.



The illustrations show a few of the designs carried in stock.

Samples furnished on request



JOHN F. DIEMER COMPANY
519 Broadway (Est. 1869) New York, N. Y.
SEND FOR CATALOG No. 30

HARVEY'S AUTOMOBILE EXPENSE BOOK
Shows the Exact Cost of Auto Travel.

Manufacturers employing salesmen who travel by auto have found the Harvey book a quick guide to comparative costs.

A counter display makes sales.

Write for sample and discounts.

FRED W. HARVEY CO. 214 West Genesee Street, SYRACUSE, N. Y.

A Favorite with Bankers

Used in more than 20,000 Offices in the U. S. A.

New "C" Style Easy Snap Collapsible, Corrugated, Fibre Board Storage Files

Drop the lid, it snaps shut. A slight lift, it's open.

One piece lid construction to eliminate bother with flaps.

Patent Pending

44 Stock sizes Samples sent on request

STRAYER COIN BAG CO.

COIN BAGS WALLETS FILE BOXES BANK SUPPLIES

New Brighton, Pa.

New York City Branch, 30 Church Street

California Distributor, Bankers Printing Co., San Francisco

dog-days

do not exist for the printer who uses "K.B." BLANKS in the preparation of bonds and stock certificates, because "K. B." BLANKS get the orders. They are steel-engraved like a bank note. They look like real money. That is why dealers and investors in securities prefer them to all others. They are irresistible. They have an order-compelling power all their own. They are money-makers. Get busy.

Get Samples. Get business!

KIHN BROTHERS, Bank Note Engravers and Printers

205-209 West Nineteenth St., New York City, U. S. A.

Unit No. 131-L-B

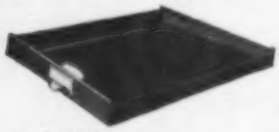
33 drawers, designed for legal blanks, forms, cuts, blue prints, drawings, etc.

Safe-- Strong,

Fire resisting, dust proof, rust proof. No bolts, rivets, or open joints. Drawers cannot fall out.

Cubic Inches Cost Cash

Every cubic inch earns its way with Service Steel **New Idea** storage units. In stores, offices, machine shops, wherever parts, small units, fine tools, or record sheets need safe, economical storage, Service Steel Units save time, labor, and space.



Style B Drawer

As used in above unit. 8 11/16" wide, 1 3/16" high; 15" deep inside. Cannot fall out.

To the dealer who can aggressively merchandise an unique proposition, we will make it very interesting.

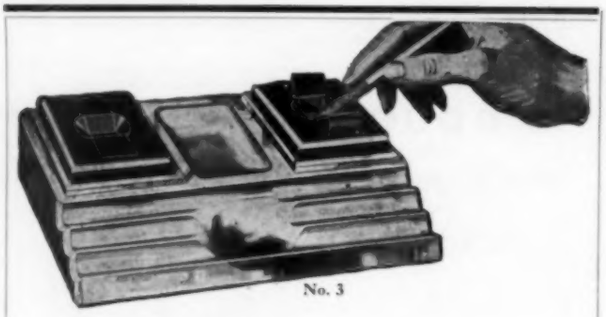
Folder FREE

Send for our new folder showing complete line of adjustable drawers, with full details.

Service Steel Products Corp.

914-918 W. North Ave., Chicago, Ill.

(3894B)



No. 3

no mussy fingers

There's no spurting from the Presto Inkstand to spot desks, soil hands or clothes and ruin dispositions. It can't spurt because the top closes itself automatically. It is liked wherever sold and you'll like to sell it. For price list and discounts write to—

BACHRACH SPECIALTY CO.

2275 THIRD AVENUE
NEW YORK, N. Y.

No. 2

Single Stand with pen tray $1.25 list. Double Stand with three trays and pin cup $3.00 list.

power of printing to aid in dispelling the "summer slump." This was an excellent example of resultful printing, and convincing to business men.

Accessory Advertising Matter

The Joseph Dixon Crucible Company, Jersey City, N. J., has two new and powerful sales helps for advertising the "Ticonderoga" pencil. One is a school poster in eight colors, 10x26, and the other a cutout 31x44, also in eight colors.

The Carter's Ink Company, Cambridge, Mass., provides dealers with an eight-page folder, for envelopes enclousures, "Carter 'Inx' Products are Useful in Every Home." This is printed in colors, showing many of the Carter products made for home use. A panel is provided for the dealer's imprint.

The Stationers Loose Leaf Company, Milwaukee, Wis., provides its dealers with a mailpiece in two colors telling of the "Faultless" Type A visible record binder. This record is adapted readily to many kinds of work, with binders provided for both active and transferred files. Space is provided for the dealer's imprint.

Price Revisions

The Polar Manufacturing Company, 119-25 North Fourth street, Philadelphia, Penna., has issued a new price list of its complete line of practical office articles. This gives list and dealer prices—the latter at the margin of the pages, enabling the outside salesmen to show the catalogue items to consumers after trimming off the wholesale prices.

Living Costs for Americans in the Netherlands

The United States Bureau of Foreign and Domestic Commerce, Washington, D. C., has issued special Circular No. 142 (Superseding No. 36) on "Living Costs in the Netherlands." This is a mimeographed bulletin analyzing the elements of costs of living in the Netherlands, with lists of hotels in principal cities and rates; other types of living facilities; rail rates; commodity prices; household help and customs, etc.

HOUSE ORGANS

Paragraphic reviews of current issues from the house organ field, classified for convenient reference.

Manufacturer

The transformation of wood chips into stock for correspondence folders was narrated in The Idea (Office Specialty Manufacturing Company, Ltd.).

Electrotyping for printing plates was discussed in Graphite (Joseph Dixon Crucible Company). The article told of the many uses of graphite in the arts, the electrotyping trade using the finest graphite.

Qualified Notes (Mensaha Paper Company) mentioned its innovation of branding the cores of adding machine rolls as one of a chain of advancements to facilitate the merchandising of these necessities by stationers.

One of the branch managers for the Royal Typewriter Company, Inc., had been particularly successful in making sales to abstractors. He was asked the reason for his progress, and the report was published in the company's house organ, The Royal Standard.

An interesting report of a sales demonstration appeared in The Protectographer Overseas (The Todd Company). Max Hau, of the German sales organization, told of his standard demonstration, following with four different sales presentations to officials of a bank. He met every objection, and secured the order.

The Mouthpiece (Dictaphone Sales Corporation) reported the thirtieth anniversary of Henry P. Roberts' connection with the business. He is now director of service, and during his many years in the mechanical department had made a number of changes in the Dictaphone, simplifying its operation and making transcribing easier.

"Make Bargain Merchandise do Double Sales Duty" in The National (National Blank Book Manufacturing Company) gave helpful suggestions to the stationer. Window display, store location and a goodly effort to sell bargain buyers some of the more profitable merchandise—these will bring profit as well as clearance from the bargain sale.

Interest in the current sales contest was reported in The Berloyalist (The Berger Manufacturing Company). The first registration coupons came from Arkansas and Missouri, showing that the dealers with the longer haul wanted to get on the register promptly so that the orders which followed would be booked with celerity and accuracy.

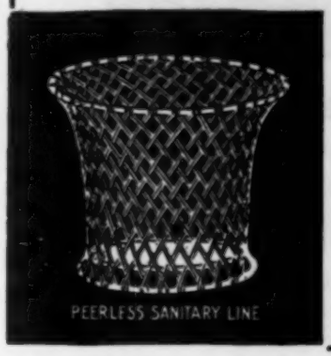
"Think it Over" in The Fellow Aladdin Magazine (Aladdin Manufacturing Company) admonished readers to see two sides to the women of today. They seem to be obsessed with their liking for fineries, yet public welfare agencies distributed over 7,000,000 booklets on infant welfare last year. The women haven't forgotten their part of the nation's deve'opment.

The Lyon Standard (Lyon Metal Products, Incorporated) depicted a new series of "Steelart" folding tables, and a fo'ding chair to harmonize with the added designs. These new styles are named appropriately after several prominent American summer resorts, suggesting their adaptability to the requirements of Americans at leisure for equipment for playing cards.

"The World Do Write," in the Type Bar Bulletin (L. C. Smith & Corona Typewriters Inc.) reported on the volume of manuscripts sent to periodicals each year for reading—and hopefully, for acceptance. Twenty-three magazines handled 1,016,000 manuscripts in a year. The Bulletin suggested that a big market is indicated for typewriters, as most editors decline to peruse manuscript from unknown authors when it is not typewritten.

PEERLESS PRODUCTS PLEASE

Letter trays and waste paper baskets, all sizes, mail and tape baskets, space baskets, built up trays, locker baskets, PEERLESS paper burners, wire globe guards, office partitions, wire guards, etc. SPECIAL WIRE GOODS MADE TO ORDER.



PEERLESS WIRE GOODS CO.
2720 Ferry Street
LAFAYETTE, INDIANA

Add-A-Unit Partitions--
CONSTRUCTED OF WOOD

There is a definiteness about wood from its inherent qualities and by reason of the positive control of manufacture and inspection in the modern fabricating plant, that removes all uncertainty and question as to the strength and life of the Partition.
Of course along with the natural qualities of wood there should be combined careful workmanship and the integrity of a thoroughly competent builder. ADD-A-UNIT embodies all of this.
Let us assist you in securing the Partition business in your locality.

Add-A-Unit Partition Company, Inc.
872 West North Ave. Chicago

DISPLAY IT

ON "UNIVERSAL" MULTI-WING DISPLAYERS— For displaying Maps, Plans, Charts, Printing, Bulletins, Statistics or Photographs. Wings swing from side to side like the leaves on a huge book. All urgent data posted hereon is ready for instant reference. Office Equipment Houses interested in handling the line, are invited to write.

UNIVERSAL FIXTURE CORP. - WRITE FOR CAT. 1928
135 West 23rd Street, New York City

The ARGUS
SANITARY MOISTENER

Instantly Moistens—Practical —Convenient—Simple.

A beautiful Nickel-Plated Article. Always ready for use—no waiting. Leak proof water container. Positively sanitary, non-sticky.

The Famous Argus Specialties.

Paper Clips
Pen and Pencil Clasps
Typewriter Erasers
Sanitary Moisteners

Ask your dealer for Prices and Discounts or write

ARGUS MANUFACTURING CO.
1134-44 N. Kilbourn Ave. Chicago, Ill.
Dealers: Write for beautiful counter-easel.

The "Y and E" Idea (Yawman and Erbe Manufacturing Company) reported that air mail service is now established at Rochester. This gives closer contact with the trade, shortening the time required for communications to pass between the factory, dealers and branches.

"Do You Sell Ideas?" in Bramwords (The Bramwood Press) showed the sales strategy of getting a hearing through presenting the service rendered instead of the merchandise. This is a powerful sales weapon which is the foundation of many tremendous American manufacturing enterprises.

The Pencil News (Joseph Dixon Crucible Company) reported two Jersey City children as the youngest stockholders of the company. Their great grandfather purchased the stock during the last century, and it has passed down to the fourth generation. These children, a girl of nine and a boy of eleven, have an early conception of the earning power of money well invested.

How the Rochester Community Chest handles its list of 70,000 names was shown in The "Y and E" Idea (Yawman and Erbe Manufacturing Company). Four "Y and E" standing steel card desks, with specially printed cards, give all necessary information when reference is required to a specific name. It is a clearing house of the city's philanthropic activities, preventing duplication of effort.

The Royal Standard (Royal Typewriter Company, Inc.) reproduced a bulletin sent to his organization by W. D. Morgan, managing director of the Visible Writing Machine Company, the Royal sales company in England. He told of the inspiration he received through contact with the factory and the home office. There was enthusiasm, also, in the attitude toward the Royal by users of typewriters and business machines generally.

An excellent analogy is expressed in The DuPont Magazine (E. I. du Pont de Nemours & Company) in "When the Circus Comes to Town . . ." The flashing colors of the equipment typify that earlier American taste which is now reflected in the home, office and outdoor life. Everything is punctuated with color. DuPont industries furnish much of the "Duco," dyes, colored plastics and fabric leathers, all of which brighten American life.

"Service Aids Selling," said Sa-Fax (The Meilink Steel Safe Company). Service citations are the most convincing ammunition for the safe salesman, particularly when he can refer to users known to the prospect, which is not difficult where the safe manufacturer has a wide distribution and close knowledge of the performance of his safes. Skilled use of the photographs, test records and other material furnished by the manufacturer arouse the interest of the prospect.

The Lyon Standard (Lyon Metal Products, Inc.) published a special issue indicating the purpose and effect of the consolidation of the Lyon Metallic Manufacturing Company and the Durand Steel Locker Company. The wide field of distribution of the products of the combined companies was shown in a double spread. There are 800 office equipment dealers and 200 automotive equipment distributors, bringing the company in close contact with all sections of the country.

Among the manufacturers' house organs aiding in bringing about a good attendance at the West Baden convention of the National Association of Stationers, Office Outfitters and Manufacturers is "Steel-Strong" Dealers' Every-Month. The July issue made a strong appeal for stationers to go to West Baden. The same number described a new gumming machine, specially designed in the company's plant, which speeds up the gumming of coin wrappers, bill straps and sheet wrappers. (The C. L. Downey Company.)

Some of the details through which emerges a new adding machine were suggested by Walter Landseidel, chief engineer, in the Dalton Export Bulletin (The Dalton Adding Machine Sales Company). From the original conception to the completed machine there is an endless array of detail work for the designers and manufacturing department. First comes a hand model, which receives rigid tests. After it has been approved, designs for parts and necessary tools are made, and verified. Then production work can start, and assembly follows. After exacting tests, the machine is released for the sales organization, adding another item to the very complete line of adding devices.

Testing paper for resistance to wear, erasure and other factors of use is not unusual in the manufacture of paper. Brown's Paper (L. L. Brown Paper Company) told of a test made by beater hands on a stock devised to resist water, perspiration, oil and extremely vigorous handling. For a year one sheet was used to record the loading of the beaters, some forty-two entries being made for each run. Then the figures were erased, and a new series started. This continued for a year, when the sheet was shown a mill executive. The grime of handling had greyed the sheet, yet the spots on which erasures were made were bright and clean. The constant erasing by vigorous hands and the repeated handling had not penetrated the sheet or broken the corners.

Association

"Steel Equipment a $600,000,000 Annual Business" in Making Markets (Sheet Steel Trade Extension Committee) told of the increasing use in United States post offices of sheet steel partitions, tables and other furniture required for handling all classes of mail matter.

Dealer

Office supplies essential to the efficient operation of the individual business were offered by Hello (The Office Outfitter).

According to The Honolulu Item (Mercantile Printing Company, Ltd.), zone rates on mail were established when postal service was inaugurated. Charges were made on individual pieces of mail, at a rate based on the distance carried.

The Franklin's Key (The Franklin Printing & Engraving Company) queried readers, "Moving?" The question of new office furniture was taken up, and an offer made to prepare a layout of the new office showing the placement of furniture and other office equipment.

Salesmanship, according to The Blank Book News (The Columbus Blank Book Manufacturing Company) is not merely getting an order and ringing up the cash. It is exalted by courtesy and sincere service into an important factor of the good will of the business.

"On Keeping Promises" in The Office Cat (The Richmond & Backus Company) indicated the importance of keeping promises—especially those made in the conduct of business. Often one promise broken shatters a chain of promises, each link representing further promises based on the original assurance

The

Free Hand Binder

Requires only one hand. The Free Hand Binder gets its name from the fact that only one hand is required to open or close it. Sheets are held firmly and neatly in this patented device, without punching. For office forms such as invoices, bills of lading, inventory blanks and so on, the Free Hand Binder is just the thing.

Write for descriptive price list of stock sizes.

Free Hand Binder Co.
227 Pearl Street
NEW YORK, N. Y.

STEEL DIE ENGRAVED

Business Motto Cards

can be used to good advantage in your correspondence especially where quotations are being made. They are steel die engraved on a paneled card, size 3¼x4¼ inches, and are enclosed in folded wedding tissue. We give below the wording of a few of the cards.

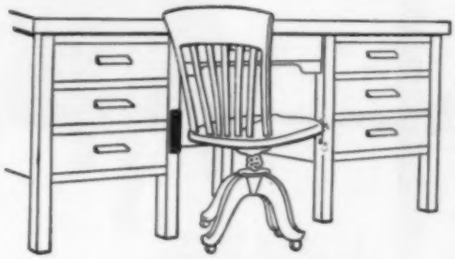
Beware of the higher cost of the lower price.
Cost is measured by the results obtained and in no other way.
It's what you get, not what you pay.
Anybody can cut prices but it takes Brains to make a better article.

We have samples and price list; send for them.

The American Embossing Co.
Steel Die and Copper Plate Engraving and Printing in All its branches
192-96 Seneca Street Buffalo, New York

Saves Clothes and Furniture

ORDER TO-DAY AND FULFILL THE NEEDS OF YOUR CLIENTS



BUMPIT

[Reg. U. S. Pat. Office] [Pat. No. 1390370]

Rubber Desk Protectors

Bumpit Rubber Desk pads protect and save your desks and clothing.

Made in two colors, light tan and dark maroon, for harmonizing with oak, mahogany and walnut. Size, six inches in length, with air spaces on the inside to increase their resiliency, when bumped. Cartons contain one set complete with four screws countersunk in the rubber.

75 cents per set, attractive discount to dealers in any quantity. If you desire a quantity of inserts with space left for your name and display cards will be forwarded with your order. Specify quantity in oak, mahogany or walnut when ordering.

Sold Exclusively by

J. E. MURPHEY
1115 Chestnut St. St. Louis, Mo.

HI-CLASS YANKEE
ADDING MACHINE ROLLS
Made from pure
WHITE BOND
sold in
25-50-100 roll
packages & the
HANDY HALF DOZEN

YANKEE PAPER & SPECIALTY Co. *Menasha, Wis.*

Office Chairs

Made to stand long service at minimum price

Empire Chair Company
Johnson City, Tenn.

Permanent Exhibit — American Furniture Mart
Space 1526 — 1527 — 1528 Chicago, Ill.

The "Aluminum" Pocket Seal
and other MARKING DEVICES

MANUFACTURED BY

MEYER & WENTHE - CHICAGO

OFFICE & FACTORY - 24 to 30 S. Jefferson St.
LOOP STORE - 31 North Clark Street
WEST SIDE STORE - 28 S. Jefferson St.

Catalogue of Complete Line will be sent upon request

Dealers Wanted to sell Tested and Approved DRY STENCILS

Two years of research and experimenting with dealers and consumers *proved* that we have a product which you can handle with great profit.

Government Purchasing Agents, supply men representing the largest Public Utilities and Industrial Corporations have tested, compared and reordered our "Aladdin" Stencil. It meets all commercial requirements.

Quick-Selling Stencil

Embodying the finest ingredients for duplicating work—"Aladdin" gives *clearer* copies at greater speed. Extensive advertising will acquaint your customers with its qualities—a *lower selling price* will move your stock more rapidly. Dealers receive full protection and greater discounts.

Get behind this approved Dry Stencil. Write us for samples and best dealer discounts. One dealer sold 2200 quires (retail) the first month!

ALADDIN DRY STENCIL CORP.
72 Duane St., New York City

No. 420F in Plain Oak
No. 7420F in Mahogany

BIG VALUE, LITTLE MONEY

Alma desks find ready favor with many dealers because of the small investment required—a small investment that yields large profit.

For Alma produces sturdy, good looking desks in which the quality is difficult to reconcile with the low prices. We don't claim to make the best desks, but we do claim to make the best for the money.

A line will bring complete information.

ALMA FURNITURE COMPANY
High Point, N. C.

of action. "Rely on Me" is a good motto—one which graces the escutcheon of a man who never defaulted on his word.

The July issue of The Honolulu Item (Mercantile Printing Company, Ltd.), glowed with the spirit and colors of Independence Day. That stirring picture, "The Spirit of '76," was shown in colors, with a comment by President Coolidge; an editorial on "America, the Light Bearer"; quotations from Jesus, John, St. Matthew, Henry Ward Beecher were suited to the issue. "America," "In Flanders Fields" and the "School Flag Code" brought up familiar memories.

Good Method Talks (The Gregory, Mayer & Thom Company) is intensely practical and loyal to its community. Articles on office practice and equipment share space with matter regarding important industries and institutions in the Detroit zone.

"Wedded to Work" in The Blank Book News (The Columbus Blank Book Manufacturing Company) mentioned the intense type of business woman of the present day. She takes her job seriously, accepts the atmosphere of business, is matter-of-fact and clean-cut. A chap named Remington is responsible for women taking their place in business.

Internal

The installation of a new modern mailing machine in the advertising department was announced in the Strathmorean (Strathmore Paper Company). This machine handles a large volume of work, and the Strathmoreans are interested in its speedy and neat operation.

"Duties of a Foreman" was an address reprinted in The Dixonite (employees of the Joseph Dixon Crucible Company). It had been presented originally at a meeting of the company's production organization by E. M. Cabaniss, production manager, to acquaint the shop force with the whys and wherefores of the policies put into effect by the foremen of the various departments.

According to The Gill-O-Gram (The J. K. Gill Company) visitors from out of town serve to pep up the store staff. Stationers from other cities remark on the convenience and excellent displays, which are commonplace to the Gillites. When a visitor comments on store features, the salesfolk get a new slant on their work and the excellent conditions and arrangements they enjoy.

Cuts for House Organ Editors

Cobb Shinn, 40 Jackson place, Indianapolis, Ind., has issued a specimen sheet of some new comic and illustrative cuts which might interest house organ editors. A new series of Christmas and New Year cuts, in one and two colors, is shown in another specimen sheet. Cuts for letterheads and business cards are shown on a separate specimen sheet.

Adding — Calculating — Billing — Tabulating Exports

United States exports of adding, calculating, bookkeeping and billing machines, etc., by countries, in May, 1928. In exports under this classification where the machine is driven by an electric motor the value of the motor is included with the machine. Parts of adding and calculating machines are not shown separately. They are included under a general classification, "Other machinery and parts of," which is not segregated for publication. By the Division of Statistics, Department of Commerce.

Countries.	Listing-adding-bookkeeping machines. No.		Typewriter-bookkeeping-billing machines. No.		Non-listing adding machines. No.		Listing adding machines. No.	
Austria	4	$ 3,035	5	$ 6,269	..	.....	55	$ 5,761
Belgium	63	40,951	21	4,958	..	.....	244	21 085
Czechoslovakia	31	16,169	5	2,184	..	.....	62	7,418
Denmark	..	.....	..	.....	..	.....	49	4,165
Finland	..	.....	..	.....	..	.....	252	21,420
France	104	44,859	130	74,806	3	$ 21	254	43,629
Germany	162	93,052	50	48,404	..	.....	379	52,403
Greece	1	200	..	.....	..	.....	...	.....
Hungary	..	.....	..	.....	..	.....	74	4,483
Italy	29	15,801	10	6,600	..	.....	308	23,356
Netherlands	6	5,624	2	1,248	..	.....	108	10,664
Norway	24	12,205	3	1,134	..	.....	66	5,250
Poland and Danzig	6	4,368	..	.....	..	.....	129	17,619
Rumania	..	.....	..	.....	..	.....	10	1,400
Sov. Russia in Europe	..	.....	..	.....	..	.....	2	1,554
Spain	7	2,432	4	3,160	..	.....	69	5,725
Sweden	6	4,700	2	384	..	.....	189	13,600
Switzerland	14	6,870	24	9,196	..	.....	101	10,934
United Kingdom	65	34,921	47	12,687	500	450	98	9,285
Yugoslavia and Alb.	..	.....	..	.....	..	.....	7	495
Canada	19	11,021	19	9,087	1	105	131	8,622
British Honduras	..	.....	..	.....	..	.....	2	200
Costa Rica	1	221	..	.....	..	.....	4	381
Guatemala	..	.....	..	.....	..	.....	12	1,175
Honduras	..	.....	..	.....	1	25	13	1,311
Nicaragua	..	.....	..	.....	4	25	2	127
Panama	..	.....	..	.....	..	.....	25	1,788
Salvador	1	831	..	.....	..	.....	7	1,149
Mexico	7	4,141	2	755	..	.....	103	9,107
Newfoundland and Lab.	..	.....	..	.....	..	.....	5	510
Jamaica	1	621	..	.....	..	.....	...	.....
Trinidad and Tobago	..	.....	..	.....	..	.....	5	375
Other Brit. W. Ind.	..	.....	..	.....	..	.....	4	291
Cuba	7	1,046	3	468	13	930	70	6,521
Dominican Rep.	..	.....	..	.....	2	174	3	780
Netherland W. Ind.	..	.....	..	.....	..	.....	3	214
Haiti, Republic of	..	.....	..	.....	..	.....	1	24
Argentina	28	10,272	6	2,355	..	.....	111	10,708
Brazil	12	2,118	10	2,744	190	9,115	77	9,144
Chile	..	.....	..	.....	..	.....	36	2,775
Colombia	..	.....	2	632	..	.....	90	8,527
Ecuador	..	.....	2	122	..	.....	...	.....
Surinam	..	.....	..	.....	..	.....	2	135
Peru	1	621	..	.....	..	.....	9	1,034
Uruguay	2	1,264	..	.....	..	.....	74	2,799
Venezuela	..	.....	..	.....	..	.....	14	1,224
British India	6	1,730	6	1,732	..	.....	30	3,763
British Malaya	..	.....	..	.....	..	.....	6	587
China	1	100	..	.....	..	.....	36	3,178
Java and Madura	..	.....	..	.....	..	.....	114	9,837
French Indo-China	..	.....	..	.....	..	.....	1	75
Hong Kong	3	1,818	..	.....	..	.....	...	.....
Japan	..	.....	10	5,240	..	.....	1	150
Kwantung	2	1,130	..	.....	..	.....	...	.....
Philippine Islands	1	927	..	.....	10	750	33	2,100

A BOOK RACK

No. 1029

that is of essential help to the office when books and trade papers must be kept handy for instant service.

Made in Oak. Combination Mahogany and Combination Walnut. List $30.00. No. 1030 same as No. 1029 with trough and bottom shelf only. List $26.00.

We manufacture the largest and most varied line of Office Accessories in wood in both square and turned leg patterns.

The Quigley Furniture Company
WHITESBORO, NEW YORK

Pacific Coast — 602 Grant Bldg. — Los Angeles, Calif. — Mr. E. M. Stokes
New York City Office — 130 W. 42nd — Phone Room 414 — Wisconsin 3280
Southern States — 1968 Morningside St. — Jacksonville, Fla. — Archibald Ryan

***Every* OFFICE FURNITURE DEALER**

can profitably stock this stand and stool, convenient for typewriter, telephone, filing, adding machine, etc. Light and strong, they will last indefinitely; when not in use, stool is placed under stand out of the way. They are fitted with rubber tips or steel caps or with castors on two or four legs.

You can sell this specialty to many firms for extra typists, for stenographers using clerical desks or many other purposes.

Write for descriptive matter pertaining to weights, dimensions and PRICES.

Searles Electric Welding Works
Manufacturers
1850 Fulton Street — Chicago

98c COUNTER DISPLAY ITEM

Not Adjustable
Size 1x3x17 In.

Fastens in the front of the drawer with a couple of thumb tacks, holds pencil, pens, rubber bands and clips. Olive Green Finish, Fast Seller. Order a trial dozen today.

Special Gross Price

Currier Manufacturing Company

N. W. Terminal Bldg., Minneapolis, Minn.

Quick as a Flash!

End Mistakes—Double Speed with Precalculated Verified Answers

Meilicke ready-made answers to routine problems cut calculating time in half for Western Union, Western Electric and many other users. Any employee can use Meilicke Systems without training. There are no keys to punch, no levers to pull. Just turn the card and copy the answer.

The Meilicke line consists of the following devices:

Interest Calculators
Savings Bank Calculators
Time Calculators
Pay Roll Calculators
Bonus Calculators
Unit Basis Calculators
Dozen Basis Calculators
Freight Calculators
Express Calculators
Lumber Calculators
Coal Calculators
Commercial Calculators
Butter-fat Calculators
Yard Goods Calculators
Discount Calculators
Water Bill Extenders
Electric Bill Extenders
Price Checkers
Vertical Cataloging
Phone Indexes

The Dictaform for letters, paragraphs and all data.

Meilicke Systems meet every need, and special Calculators can be supplied to meet any special requirements. Let us show you without obligation how Meilicke systems can save money for your business. Write now.

Agents—Some valuable territories are still open. Write today.

Meilicke Systems, Inc.
3471 No. Clark St. Chicago, Illinois

Turkey	15	17,930	..	.....	..	.....	...	.....
Australia	25	17,061	2	250	6	398	116	4,630
New Zealand	..	.....	1	900	..	.....	...	.....
Union of South Africa	..	.....	..	.....	1	300	...	.....
Total	645	$378,083	375	$195,564	731	$12,548	3,525	$358,887
Shipments from United States to:								
Hawaii	3	$ 891	2	$ 855	..	.....	26	$ 2,371
Porto Rico	3	2,493	..	.....	..	.....	16	1,401

Countries.	Calculating machines. No.		Card punching, sorting and tabulating machines. No.		Other including used and rebuilt. No.	
Austria	3	$ 1,500	..	.....	..	.....
Belgium	14	1,800	1	$ 2,300	21	$ 2,182
Czechoslovakia	54	6,906	1	550	..	.....
Denmark	2	720	..	.....	..	.....
Finland	..	.....	3	900	..	.....
France	102	12,332	2	672	39	2,285
Germany	37	8,183	29	25,283	96	11,400
Gibraltar	..	.....	..	.....	41	5,361
Greece	4	300	..	.....	..	.....
Italy	80	14,665	..	.....	2	375
Netherlands	7	3,290	1	2,200	25	1,327
Norway	11	1,750	..	.....	..	.....
Poland and Danzig	33	3,415	..	.....	..	.....
Portugal	3	570	..	.....	..	.....
Soviet Russia in Europe	11	7,620	36	36,240	..	.....
Spain	..	.....	34	6,800	..	.....
Sweden	7	3,305	..	.....	26	3,220
Switzerland	20	3,682	1	550	4	660
United Kingdom	39	18,561	..	.....	12	222
Canada	184	35,082	1	700	11	1,438
Costa Rica	1	180	..	.....	6	300
Guatemala	6	675	..	.....	..	.....
Honduras	3	627	..	.....	..	.....
Panama	7	2,025	..	.....	..	.....
Salvador	2	240	..	.....	..	.....
Mexico	32	5,897	8	6,776	17	1,002
Newfoundland and Labr.	1	225	..	.....	..	.....
Jamaica	1	300	..	.....	..	.....
Cuba	1	48	..	.....	..	.....
Netherland West Indies	1	195	..	.....	..	.....
Argentina	64	11,390	..	.....	..	.....
Bolivia	12	2,250	..	.....	..	.....
Brazil	28	11,787	5	11,750	..	.....
Chile	33	5,737	..	.....	51	692
Colombia	23	2,840	..	.....	12	490
Ecuador	..	.....	3	7,693	..	.....
Peru	3	225	..	.....	..	.....
Uruguay	10	900	..	.....	..	.....
Venezuela	1	420	..	.....	..	.....
British Malaya	2	640	..	.....	..	.....
Ceylon	6	1,070	..	.....	..	.....
China	13	2,485	..	.....	..	.....
Java and Madura	14	1,872	..	.....	..	.....
Japan	16	9,095	..	.....	..	.....
Australia	10	550	..	.....	2	124
New Zealand	10	400	..	.....	..	.....
Union of South Africa	13	1,671	..	.....	..	.....
Egypt	..	.....	..	.....	1	166
Liberia	1	250	..	.....	..	.....
Canary Islands	4	300	..	.....	..	.....
Total	940	$187,807	127	$102,414	367	$31,334
Shipments from United States to:						
Hawaii	6	$ 2,028	..	.....	..	.....
Porto Rico	4	765	..	.....	3	$ 301

Typewriter Exports

United States exports of typewriters by countries during May, 1928. In exports under this classification where the machine is driven by an electric motor, the value of the motor is included with the machine. By the Division of Sstatistics, Department of Commerce.

Countries.	Standard, New No.		Portable, New No.		Used & Rebuilt No.		Parts of	
Austria	286	$ 21,196	166	$ 6,714	494	$ 15,428	$	1,168
Belgium	327	23,344	334	12,316	35	751		1,257
Czechoslovakia	688	48,079	883	49,335	832	3,544		1,694
Denmark	138	9,038	77	2,775	57	2,136		365
Estonia	32	2,126	26	936	...	....		....
Finland	203	13,138	197	7,082	43	1,487		289
France	2,930	201,800	1,960	74,272	516	14,039		10,771
Germany	604	44,586	727	25,250	39	3,732		4,783
Greece	8	585	45	1,800	56	974		36
Hungary	140	9,990	221	8,136	200	5,001		238
Iceland	6	398	21	756	...	....		....
Irish Free State	28	1,900	...	....	...	....		....
Italy	750	52,757	263	7,769	71	1,790		2,472
Latvia	31	2,320	5	225	...	....		....
Malta, Gozo and Cyprus	1	55	...	....	...	....		....
Netherlands	276	19,174	61	2,196	184	6,323		459
Norway	205	12,486	120	4,336	...	....		124
Pol. and Danzig	983	59,345	73	3,051	89	2,739		437
Portugal	128	9,170	105	3,900	15	398		275
Rumania	278	16,323	35	1,260	...	....		78
Sov. Rus. in Eu.	377	28,579	2	72	...	....		2,121
Spain	1,622	114,873	467	18,986	650	22,165		504
Sweden	619	39,611	259	9,816	137	5,215		1,787
Switzerland	379	23,817	292	7,635	92	8,379		3,781
United King.	5,214	276,570	1,163	46,305	391	7,471		19,226
Yugo. and Alb.	61	4,046	45	1,620	...	....		....
Canada	1,653	70,329	215	7,344	338	10,371		13,292
Brit. Honduras	30	2,145	2	90	...	....		....
Costa Rica	14	1,041	30	1,152	...	....		....
Guatemala	46	3,066	108	4,095	...	....		49
Honduras	15	1,539	31	1,202	...	....		4
Nicaragua	7	571	1	60	...	....		....
Panama	16	1,287	17	672	5	253		81
Salvador	60	3,849	28	1,008	...	....		....
Mexico	475	37,300	584	22,444	190	4,380		816
Newfoundland and Labrador	11	760	1	39	...	....		....
Bermudas	2	150	2	90	1	25		6
Jamaica	9	559	...	....	4	173		....
Trinidad and Tob.	10	655	1	36	...	....		....
Other Br. W. Ind.	1	62	1	36	1	30		....
Cuba	262	19,148	142	3,725	1	40		50
Dominican Rep.	8	518	...	....	1	40		101
Neth. W. Ind.	37	2,630	...	....	...	....		....
French W. Ind.	4	291	5	180	...	....		....
Haiti, Rep. of	32	2,086	...	....	1	28		....
Virgin Is. of U.S.	...	.....	...	....	2	200		....
Argentina	1,251	91,434	713	26,658	129	5,839		4,286

$4,000 to $12,000 Income Opportunity In Your Home City

Settled man with some advertising and specialty sales experience—will find here an opportunity to enter into a lucrative business that brings big returns.

We will help the right man establish a direct by mail advertising service in one of several cities of 100,000 population and over; the business will be patterned, equipped and fashioned after our 11-year-old Chicago organization.

Small investment required. All equipment is modern in every respect; this business is completely organized. Our method of turning out work will amaze you.

$2,500 to $4,500 starts you in a business today that will take care of you later; complete information without obligation. If you are really ready to build a business for yourself write, giving age, experience and references. Box BY-31 Office Appliances, 417 So. Dearborn St.

REGAL REBUILT ROYALS

Trade-marked—Nationally Advertised

Approved by the Manufacturer

ROUGH TYPEWRITERS

Stock in 82 Cities

All Makes - - - - All Models

All Series - - - - All Types

Lowest Prices

Write for the Regal Plan.

REGAL TYPEWRITER COMPANY, Inc.

524 Broadway, New York, N. Y.

12-14 So. Jefferson St., Chicago, Illinois

Cable Address: REGALTYPE, N. Y.

CROWN RIBBON AND CARBON MFG. CO.
CROWN BRAND
TRADE MARK
ROCHESTER, N.Y.
U.S.A.

For more than a quarter century CROWN PRODUCTS have been making "Good impressions."

Our trademark stands for good service intelligently rendered by all who sell our products.

We desire high grade and responsible stationer, office supply and individual distributor connections.

Write for full particulars as to the profit-making possibilities of this line.

Crown Ribbon & Carbon Mfg. Co.
Rochester, N. Y.
U. S. A.

UP-TO-DATE CALENDAR

A highly practical, beautiful device. Its novel method of indicating the day makes it a good year 'round seller. Bound in genuine DuPont Fabrikoid or Nemoursa.

$6.50 list

NORCOR PRODUCTS

include the Security Letter Tray (illustrated below), the "Two in One" Tickler convenient for cross reference follow-up, the Desk Distributor an invaluable aid to orderly desk routine, the calendar Tickler, and others. We are eastern distributors, and equipped for prompt service to dealers in this territory.

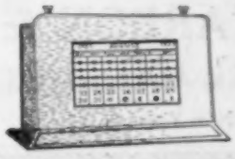
TRADE MARK REG'D

EYELETTER

Automatic, simple action, easy to use. Makes a secure fastening, of attractive appearance. Users agree it is worth many times the price—$6.50 list. Stationers find it a profitable item.

I.D.L. MFG. CORP.
REG. U.S. PAT. OFF. INC. N.Y. STATE SEC. OFF.

200 Hudson Street, New York, N. Y.



BEACON
FOLDING FURNITURE

Appeals to Experienced Buyers

because of its durability and beauty. There is a big market for all dealers because of the many uses for this type of merchandise. The club, the lodge hall, the church, the school, the home and, in fact, any place where auxiliary seating is needed.

The sets shown above are sold as sets or the tables and chairs are sold separately. A large variety of colors makes them attractive to Decorators.

Write for full details to

Our new address

BEACON STEEL FURNITURE CO.
1701-9 Twenty-Second Street
CHICAGO

For Memo and Ring Book Metals—

MANUFACTURING STATIONERS use our metal parts service to advantage in handling quantity orders for memo and ring books, loose leaf catalogs, price books, etc. Many firms would use this convenient, economical method of cataloging their goods if the proposition was properly placed before them. We shall be glad to send full details of our extensive assortment of these metals, as well as our complete line of book rings, posts, keys, end lock metals, etc.

Write for illustrated catalog and price-list.

Loose Leaf Metals Co., Inc.
6816-6824 Arsenal Street
ST. LOUIS, MO.

Everyone knew that some day a BETTER stamp pad would be developed—that day is here. Back of every business that keeps up with the times, is an individual who keeps ahead of them, and our patented new inking principle (capillary attraction) and special constructions makes "SOLO" the "sterling" mark of stamp pad quality. You overlook a real money-maker if you fail to stock SOLO Pads. Profits are made on sales, but dividends are made on satisfaction, and you can't get business and profits without the right products. Tell them and sell them.

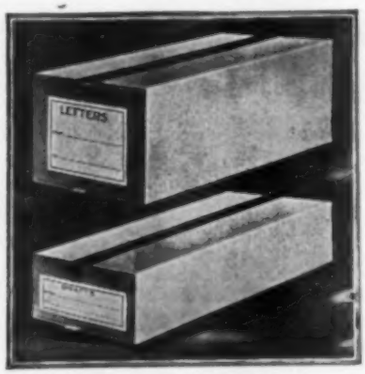
Manufactured by

PEERLESS CARBON & RIBBON MFG. CO., Inc.

476-478 Broome St., New York, N. Y.

The QUIK-LOK STORAGE FILE

PAT. PENDING



Illustrating our A-124 for Letters and A-93 for Cancelled Checks

Quik-Lok Storage Files will keep your inactive records clean, orderly and accessible for immediate reference at the lowest possible cost.

Quik-Lok Storage Files should not be confused with the ordinary storage files on the market today—*they are distinctly different*, not only in construction but in ease of operation, convenience, and durability.

Quik-Lok Storage Files have a heavy three-ply, spill-proof bottom, Triple Steel reinforcement, positive Automatic Lock, and an entirely dust-proof construction, making them distinctive in Convenience, Durability, and Appearance,—yet they *cost no more* than the ordinary fibre board files.

Quik-Lok Storage Files are Guaranteed to assemble and *fasten perfectly*, quickly and easily, and to *give satisfactory service*.

Quik-Lok Storage Files have no parts to wear, tear or tangle. All outside and inside surfaces are smooth—no projections to catch on the shelving and nothing to mar the finest furniture. Send today for your sample.

Call up your favorite Stationer and give him your order—or write us direct—NOW. Dealers: Write today for our Literature and discounts.

THE KAY-DEE COMPANY

Mfrs. Steel, Fibre and Paper Transfer and Storage Files

3644-64 So. 36th St., Lincoln, Nebraska

Countries.	Standard, New No.		Portable, New No.		Used & Rebuilt No.		Parts of
Bolivia	38	3,040	10	450	...	....	....
Brazil	740	52,620	260	9,823	9	380	185
Chile	242	7,801	199	8,178	10	500	932
Colombia	264	19,472	222	8,535	...	....	662
Ecuador	84	5,945	24	1,080	10	500	31
Brit. Guiana	12	763	5	182	...	....	....
Surinam	...	.....	2	78	1	60	....
French Guiana	...	.....	4	156	...	....	....
Peru	179	12,676	83	3,251	12	404	711
Uruguay	56	4,190	20	720	2	80	302
Venezuela	19	1,364	126	4,851	30	1,107	103
Aden	...	.....	73	178	1	28	11
British India	890	61,716	1,856	67,126	72	1,923	1,840
British Malaya	24	1,839	76	4,376	...	....	119
Ceylon	...	.....	...	....	25	1,000	....
China	183	13,063	160	3,525	6	208	491
Java and Madura	322	19,974	118	4,248	12	300	367
Oth. Neth. E. Ind.	...	.....	5	180	...	....	....
French Indo-China	4	280	...	....	...	....	82
Hongkong	10	450	19	730	11	317	126
Iraq	3	210	...	....	...	....	1
Japan	72	5,425	34	1,198	16	567	539
Palestine	10	618	7	504	...	....	2
Philippine Is.	149	11,181	920	5,941	...	....	1,385
Siam	6	440	6	216	...	....	....
Sov. Rus. in Asia	1	105	...	....	...	....	....
Syria	1	80	...	....	...	....	....
Turkey	1	65	...	....	...	....	....
Australia	555	35,444	186	6,803	7	228	6,320
Brit. Oceania	16	1,152	...	....	...	....	....
French Oceania	1	130	...	....	...	....	....
New Zealand	105	6,946	32	1,188	6	151	39
Brit. E. Africa	31	2,270	...	....	...	....	60
Belgian Congo	...	.....	...	....	...	....	97
Union of S. Africa	249	17,275	28	1,073	14	621	636
Other Br. S. Afr.	32	2,240	...	....	...	....	....
Brit. W. Africa	21	1,519	60	2,214	...	....	....
Egypt	72	4,759	20	900	1	40	140
Algeria and Tun.	556	40,920	220	10,370	...	....	139
Madagascar	12	500	10	360	...	....	....
Other French Afr.	20	1,414	17	392	...	....	....
Liberia	2	224	4	180	...	....	....
Morocco	24	1,680	140	5,040	12	506	....
Mozambique	13	858	...	....	...	....	....
Other Port. Africa	13	910	5	180	...	....	....
Canary Islands	3	210	35	1,485	10	446	....
Other Span. Afr.	9	426	6	289	...	....	....
Total	24,665	$1,717,150	14,210	$521,403	4,835	$132,335	$85,628
Shipments to:							
Hawaii	29	$ 2,081	1	$ 38	33	$ 1,060	$ 57
Porto Rico	93	6,686	43	1,690	4	139	18

Writing Instrument Exports

United States exports of writing instruments during April, 1928. By the Division of Statistics, United States Department of Commerce.

Countries.	Refillable pencils and pencil leads.	Fountain pens. Number.		Pencils, except metal. Dozen.		Metallic pens, except gold. Gross.	
Austria	.....	108	$ 1,630	.....	.....	1,250	$ 502
Azores and Mad. Is.	.....	5	154	.....	.....	...	....
Belgium	$ 245	5	185	1,056	$ 469	...	....
Bulgaria	174	4	96	.....	.....	...	....
Czechoslovakia	162	32	610	1,824	497	...	....
Denmark	4,869	108	2,311	5,760	1,243	55	90
Finland	.....	...	.....	120	30	...	....
France	4,910	652	8,717	.....	.....	103	493
Germany	655	7	159	360	61	...	....
Greece	27	2	67	.....	.....	...	....
Hungary	35	...	.....	.....	.....	...	....
Iceland	173	7	230	.....	.....	...	....
Italy	1,853	25	702	100	10	...	....
Latvia	45	1	28	.....	.....	...	....
Netherlands	3,279	101	828	204	26	...	....
Norway	28	3	94	60	12	...	....
Portugal	238	5	162	.....	.....	...	....
Poland and Danzig	.....	...	.....	1,033	362	...	....
Rumania	44	170	2,330	.....	.....	...	....
Spain	416	40	1,405	.....	.....	60	32
Switzerland	897	...	.....	.....	.....	...	....
United Kingdom	18,616	2,218	15,218	36,137	8,394	1,822	1,413
Yugoslavia and Albania	66	...	.....	.....	.....	...	....
Canada	6,120	650	3,918	173,276	35,016	996	1,045
Costa Rica	102	15	116	2,761	629	250	95
Brit. Honduras	.....	...	.....	56	17	12	14
Guatemala	39	18	483	2,160	391	12	12
Honduras	18	16	146	3,525	955	159	129
Nicaragua	254	31	1,266	10,507	5,344	...	....
Panama	61	99	1,995	3,504	820	...	....
Salvador	60	22	604	8,112	2,475	35	28
Mexico	2,038	403	10,602	60,501	8,898	705	435
Newfoundland and Lab.	.....	1	36	935	130	105	60
Bermudas	.....	2	55	.....	.....	...	....
Jamaica	81	6	151	6,970	596	...	....
Trinidad and Tobago	36	...	.....	5,186	758	...	....
Cuba	805	157	1,993	77,514	9,016	940	617
Dominican Rep.	165	2	79	7,970	1,762	120	72
Netherland W. Ind.	166	21	501	1,800	55	...	....
Virgin Is. of U. S.	.....	2	38	.....	.....	...	....
Argentina	912	94	2,487	468	55	100	60
Haiti, Rep. of	.....	...	.....	510	74	...	....
Bolivia	1,606	98	2,748	.....	.....	...	....
Brazil	388	161	2,132	1,032	418	...	....
Chile	483	84	2,008	204	43	...	....
Colombia	498	22	833	4,230	1,232	270	165
Ecuador	.....	...	.....	1,092	133	12	7
Brit. Guiana	.....	6	121	24	14	...	....
Surinam	.....	3	78	.....	.....	...	....
Paraguay	124	28	899	.....	.....	...	....
Peru	373	61	1,599	8,028	935	...	....
Uruguay	167	30	1,198	60	23	...	....
Venezuela	17	1	19	5,105	1,199	...	....
Aden	.....	15	252	.....	.....	...	....
Arabia	1,769	253	8,176	.....	.....	...	....
Brit. India	276	6	221	11,116	1,424	...	....
Brit. Malaya	36	18	741	5,400	821	...	....
Ceylon	2,312	1,422	29,312	.....	.....	...	....
China	1,258	146	4,594	22,385	9,004	...	....
Java and Madura	13	18	620	170	74	...	....
Japan	.....	...	.....	6,970	3,451	204	231

Steel Age

FILING CASES

A very high grade line of steel filing cases massively built and handsomely finished at attractive prices.

Every drawer equipped with anti-noise-and-friction progressive suspension.

Built-to-Order Cases and Equipment of every description.

Write for a copy of our new complete catalogue

Corry-Jamestown Mfg. Corp.
CORRY, PENNSYLVANIA

Performance Speaks

Not until an office machine has actually been put into use can its merits be judged. The "Satellite" stands the tests of time and hard usage. It is heavy enough to stand steadily, yet it can be moved easily and quietly on its large metal casters. The "Satellite" can help swell your sales volume.

Model 2X

Made especially for typewriters and other office machines. The top is made of highly finished oak, mahogany or walnut and is sixteen inches square. If desired the top can be had in all metal, and is adjustable. The metal top is supplied in a baked ebony enamel.

Adjustable Table Company
Grand Rapids, Michigan

Something New And Unique Companion To The Fountain Pen

CARDINELL Eradopen TRADE MARK REG. SINGLE FLUID POCKET ERADICATOR

If the Eraser on a Pencil is essential the New Eradopen and Eradovials are even more essential.

The wonderful new single fluid eradicator Inkout has made these new devices possible.

One well known American concern has used nearly 5,000 bottles of Inkout in their numerous offices and another has used nearly 4,000 bottles.

THIS PROVES MERIT.

SPECIAL OFFER

For $1.00 we will deliver to you

1—50c Eradopen
1—50c Bottle Inkout
1—25c Bottle Inkout
1—15c Eradovial

Money Refunded If Not Satisfied.

INKOUT MFG. CO., INC.
MONTCLAIR, N. J.

SORTING DEVICES

FOR

Letters, Invoices, Requisitions, Back Orders, Follow-ups, Bills of Lading, Stock Sheets, Ledger Sheets for posting, or any other matter needing classification—alphabetical or numerical.

Handles all ***Current Papers*** so they may be located ***Instantly***. Made in all sizes and indexed as desired.

DESK FILES AND CARD SYSTEMS
that save Time and Space.

Portable *Sectional*

THE KOHLHAAS COMPANY
MANUFACTURERS
183 N. Dearborn St., CHICAGO

French Indo-China	13	87	1,141	.....	.....	...	....
Hongkong	.....	9	167	.....	.....	...	....
Iraq	75	1	31	.....	.....	...	....
Persia	78	104	1,326	.....	.....	...	....
Philippine Islands	.....	12	273	26,133	6,521	...	....
Australia	.....	...	.....	20,681	5,467	...	....
Brit. Oceania	.....	...	.....	260	55	...	....
French Oceania	.....	...	.....	24	10	...	....
New Zealand	.....	...	.....	1,002	288	...	....
Sov. Russia in Asia	23	...	.....	.....	.....	...	....
Syria	54	21	532	.....	.....	...	....
Turkey in Asia	.....	10	227	.....	.....	...	....
Other Asia	1,376	155	2,740	.....	.....	...	....
Brit. E. Africa	100	18	604	.....	.....	...	....
Union of South Africa	75	2	65	858	309	236	141
Other Brit. S. Africa	189	9	234	.....	.....	...	....
Brit. W. Africa	.....	...	.....	48	10	...	....
Egypt	805	27	965	.....	.....	...	....
Liberia	13	...	.....	.....	.....	...	....
Total	$59,650	7,869	$122,952	532,421	$109,526	7,449	$5,650
Shipments From United States to:							
Porto Rico	$ 95	53	$ 723	7,158	$ 1,799	225	$ 113
Hawaii	1,279	263	4,643	21,408	5,587	42	22

Ribbons, Carbons and Filing Supplies Exports

United States exports of carbon paper, typewriter ribbons, filing folders, index cards and other office forms in May, 1928. By the Division of Statistics, United States Department of Commerce:

Countries.	Filing folders, index cards and other office forms.	Carbon paper. Pounds.		Typewriter ribbons. Dozen.	
Austria	...	432	$ 298	75	$ 180
Azores and Madeira Is.	$ 287	...	...	...	...
Belgium	...	440	923	269	643
Czechoslovakia	...	321	271	4	12
Denmark	...	654	527	217	476
Estonia	...	120	145	...	...
Finland	...	252	280	56	87
France	676	563	450	2,513	8,220
Germany	145	4,550	3,762	90	150
Hungary	...	81	50	...	...
Italy	682	1,446	557	150	613
Netherlands	15	624	439	3	9
Norway	130	169	535	48	273
Poland and Danzig	4	...	...	164	692
Portugal	35	42	38	279	825
Rumania	...	170	115	137	284
Spain	84	151	173	364	1,043
Sweden	23	926	1,092	687	1,762
Switzerland	4	1,105	1,146	344	1,393
United Kingdom	3,037	18,296	16,907	4,322	9,311
Yugoslavia and Albania	...	220	291	141	1,269
Canada	8,432	13,425	6,723	1,002	3,224
British Honduras	144	...	...	4	18
Costa Rica	497	448	405	42	187
Guatemala	119	39	45	84	353
Honduras	2,763	250	297	19	96
Nicaragua	1,353	194	214	11	58
Panama	1,365	447	454	36	197
Salvador	325	86	113	27	106
Mexico	3,098	4,017	2,726	490	1,825
Newfoundland and Labr.	242	96	58	17	43
Bermudas	109	7	14	9	48
Jamaica	191	28	20	7	17
Trinidad and Tobago	232	80	20	...	...
Other British W. Indies	20	...	...	12	56
Cuba	3,539	5,588	6,095	899	2,491
Dominican Republic	10	401	458	19	88
Netherland West Indies	661	...	...	4	14
Haiti, Republic of	113	735	239	...	...
Argentina	1,291	3,728	3,095	909	2,937
Bolivia	37	...	...	...	...
Brazil	272	1,683	1,275	389	4,753
Chile	316	1,584	1,212	706	2,482
Colombia	3,367	659	505	248	647
Ecuador	1,691	40	39	21	85
French Guiana	...	...	...	8	24
Paraguay	...	...	...	50	116
Peru	844	168	87	67	322
Uruguay	65	...	...	...	...
Venezuela	440	1,949	1,252	120	558
British India	151	2,502	2,905	2,522	6,217
British Malaya	308	...	...	120	300
China	115	1,462	794	263	760
Java and Madura	586	158	150	60	157
Other Netherland E. Ind.	140	...	...	...	...
Hong Kong	61	123	109	65	206
Japan	1,543	5,504	5,033	149	536
Kwantung	...	83	38	20	73
Philippine Islands	737	6,234	4,029	1,363	4,170
Siam	26	30	25	191	464
Australia	358	6,322	4,293	487	1,411
British Oceania	...	75	50	8	21
French Oceania	21	...	...	...	...
New Zealand	180	1,486	1,021	134	339
British East Africa	33	650	390	...	...
Union of South Africa	234	673	690	178	445
British West Africa	...	...	...	13	26
Egypt	91	209	145	290	612
Liberia	24	...	...	9	63
Other Portuguese Africa	26	26	21	6	12
Kwantung	...	...	...	24	102
Total	$41,292	91,701	$73,038	20,926	$63,901
Shipments to:					
Hawaii	$ 5,601	1,733	$ 413	7	$ 44
Porto Rico	6,924	744	528	69	182

Pencil Slat Exports Increasing

United States exports of pencil slats are increasing. The first quarter in 1927 we exported 4,156,750 pounds @ $520,120. During the same period of 1928 export shipments were 4,456,763 pounds @ $698,765.

Making TWO Sales Where There Used to Be ONE

There's *one* profit in selling an office machine, but you can make it *two* by selling a HANDISTAND at the same time. We'll be glad to supply full particulars.

The HARTER Handistand

THE HARTER CORPORATION, Sturgis, Mich.

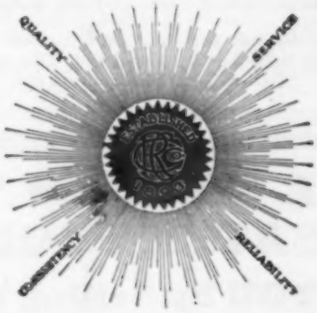
Quality Our Basis Of Value!

Our factory is equipped with the most scientific and modern machinery in order to produce these World's Standard Brands:

TYPEWRITER CARBONS
KLEEN E RASE
RELIANCE
XTRAGOOD

PENCIL CARBONS
VERIBEST
BLUEPRINT

TYPEWRITER RIBBONS
CHALLENGE Brand
CRICCO Brand



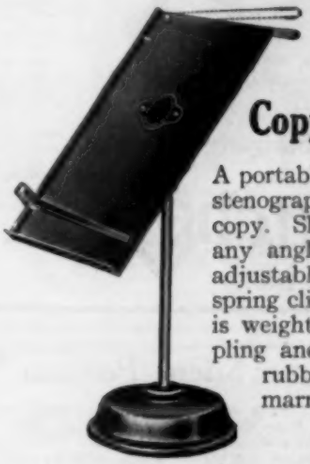
ROLL CARBON FOR ALL PURPOSES
Billing Rolls
Register Rolls
Tally Rolls

INKED RIBBONS FOR ALL MACHINES
Multigraph
Adding Machine
Addressograph

Write Us For Dealer's Proposition.

CONSOLIDATED RIBBON & CARBON CO.
63 EAST ADAMS STREET
CHICAGO, ILL.

Burns



Copy Book Holder

A portable device for holding stenographer's notebook or copy. Shelf may be tilted to any angle. Equipped with adjustable line indicator and spring clip leaf holder. Base is weighted to prevent toppling and has protected rubber ring to prevent marring of desk top.

Glass Mouthpiece

Made of clear crystal glass, with threaded metal section for screwing into transmitter front. Easy to keep clean.

MANUFACTURED BY
American Electric Company, Inc.
State and 64th Sts., Chicago, U. S. A.

All Stationers
20c Box of 100
Canada 25c

"TOP"

The Universal Paper Clip

For Genuine Brass Fasteners Specify "TIP TOPS"

Distinguished by their Lasting Golden Color, Full Drawn Eyelets that protect the fingers, Maximum Capacity.

The Tip Top Mfg. Co., Inc.
818 Park St. Syracuse, N. Y.

Canadian Agents: Brown Brothers, Ltd., Toronto

U. S. TYPEWRITER RIBBON MFG. CO.

RIBBONS CARBONS

TRADE MARK

ESTABLISHED 1895

Dealers Inquiries Solicited

Sansom at Tenth Street Philadelphia, Penna.

If it's Bettcher equipped . . .

it's a chair of quality! For a Bettcher Chair Iron is the sign of a chair manufacturer's confidence in his product.

The Bettcher Stamping & Mfg. Co.

3100 West 61st St. Cleveland, Ohio

Bettcher

CHAIR IRONS

The PHON-ESCO

is a patented voice silencer designed for confidential conversation, clear transmission, and a quiet office; enables speaker to hear as well as the person you are speaking to. The PHON-ESCO is very light, made of soft aluminum. A time saver, (time is money) and will pay for itself many times before thinking of replacement. It is now being exported into the foreign countries and selling hundreds in the United States. Price only $7.50.

For Agents' liberal discount and further information, address K-M Supply Company, 123 W. 8th St., Kansas City, Missouri, distributors and manufacturers.

"Let Me Be Your Silent Partner"

During the past 25 years, I have enjoyed the acquaintance of many stationers throughout New York and New England; from time to time, I have had the pleasure of assisting and advising members of the trade; I am familiar with the general problems of the stationery business.

In entering the insurance field, I hope to maintain and improve my ability to serve the stationer. I wish to thank those who favored me with their business while I was in the trade and ask the opportunity of serving them in my new capacity.

Gus E. Nelson, Jr.

Insurance Counsellor to the Stationery Trade

217 Broadway, New York

TELEPHONE: WHITEHALL 7530

MORE SALES — GREATER PROFITS

for YOU by Selling the

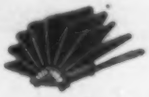
MEILINK LINE

Watch for our big announcement in this magazine.

The Meilink Steel Safe Co., Toledo, Ohio.

BRISTOW RADIAL DISTRIBUTOR

Made in four sizes



The most efficient and economical of desk files. Keep your correspondence and papers always on hand and properly segregated. Radial construction gives greater filing capacity with less desk space used, and prevents papers from crumpling. Every compartment always open. Fine item for stationer.

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GUMMED TAPE & DEVICES CO.

Package Sealer $25.50

Carton Sealer $35.00

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OUR PRODUCTS EMBRACE:

GUMMED SEALING TAPE—Plain or Printed
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LABELORS—To speedily moisten gummed labels

WRAPPING COUNTER NECESSITIES

SIMONSON

For Vertical Letter Files, Ledger Check Files, Are

NONE GENUINE UNLESS STAMPED U. S. PATENT NO. 794,749 ON METAL TIP.

PATENTED METAL TIP **GUIDES**

Posting Trays, Card Systems and Indestructible

Send for Free Sample and Dealers' Discount

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BOEHNER IMPROVED CARD HOLDER

The Boehner Improved Card Holder requires no expensive perforated or bound cards. It keeps your cards clean; it holds one card securely as well as a full case of cards.

When a card is withdrawn the others are not only held in place but are kept on the bottom of the holder.

Furnished in twenty-eight different sizes; bound in imported morocco; metal parts highly nickel plated.

In writing, please mention "Office Appliances."

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We manufacture Leather Novelties only and are not Engravers.

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Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book you will find the number of your prospective customers listed.

Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.

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Made in Metal Colors
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Made in Celluloid, Pearl, Pink Green

Made in 3 Sizes.
Nickel Stands
Brass "
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Also Dainty Calendars.
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Complete Line.

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Complete Protection *plus* SPEED

Safeguard-INSTANT Check Writer

Writes in BIG, clear figures and **automatically** protects the payee's name—many superior selling features.

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Suitable for Directors, Executives and General Corporation use. We are prepared to specially design and construct chairs for Banks and Public Buildings.

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"Designed for Comfort and Built to Last"

Dealers and Distributors Wanted for patent Duplicator. Write today for Attractive Discounts.

Retails Complete
$14.50

All ready to operate
Priced for quick turnover and liberal profits.

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LEON ISAACS & CO. — GLUCINUM PENS
TURNER & HARRISON — SILVER-ALLOY PENS

The Slickest Pens Ever Made

SPECIAL IMPRINT PENS
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LET US QUOTE OUR PRICES

Established 1876

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FALCON PEN WORKS
Illustrated catalog on application. PHILADELPHIA, PA.

4 EXECUTIVES' CALENDAR PAD 1
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Do You Recognize This Man?

He has been going all over the country for more than forty years, on—

BEACH'S
"Common Sense"
Travelers' Expense Books

We have just given him new clothes and a shave.

There are new calendars in the books, too—for the last half of 1928 and all of 1929.

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Pen and Pencil Clips

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STA-FAST Paper Clips in sizes No. 0, 1, 2, 3 & 4.

VAL-CLIP
Pencil Point Protector, Eraser and Clip

L. D. VAN VALKENBURG CO., Holyoke, Mass., U. S. A.

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Most Durable
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UNBREAKABLE—NON-RIGID
NON-METAL MATERIAL

50c POPULAR PRICES $1.00

LISTO PENCIL CORPORATION, Alameda, Calif.

Precision Platens

for Typewriter, Multigraph, Adding Machines.
Recovered with best Goodrich Black Rubber.
Guaranteed accurate and true to center.
Delivered free in U. S, 30 Years' experience.

Special bargains in complete platens

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The Featherweight Eyeshade

is constructed to protect the wearer's eyes from glaring artificial or natural lights or brilliant reflections. Durable, hygienic, adjustable, light weight. Where it touches the forehead, the celluloid is **curled,** presenting a **smooth surface.**

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Merchantville, N. J.

THE COLYTT "REDI-ROLL" TELEPHONE MEMO

A neat, compact writing shelf, with paper roll, for attaching to the telephone stand—for memorandums.

Has continuous writing surface for standard paper roll. Sharp cutting edge for tearing off.

Takes up small space, leaving room for hand grip on telephone.

Easily attached. Nickel and black finish. PRICE $1.00

Dealers Write for Discounts

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Quick Sellers—Big Money Makers

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"*Instant*" Desk and Handy Files

Their pocket pages keep papers in order but instantly accessible, indexed A to Z, 1 to 31, or specially classified by celluloid covered, removable index tabs.

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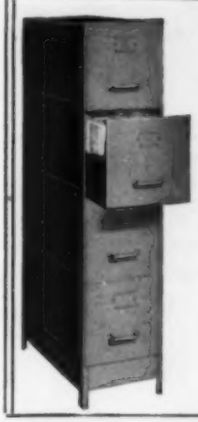
Write for prices and special discounts

W. C. Horn, Bro. & Co. Est. 1846 200 5th Ave., New York



A-S-E Transfer Cases

Roller bearing cases which lock into solid stacks—no bolts necessary and no loose pieces or fittings.

Heavy band steel frame—drawer completely enclosed — bottoms grooved for guides — sides low enough for easy access—bolted handle—label holder stamped in drawer front—dark green baked enamel finish.

These features—together with attractive prices—make A-S-E Transfer Cases "Best Sellers."

Our dealers and agents proposition will interest you.

ALL-STEEL-EQUIP COMPANY
Dept. T-8, Aurora, Illinois

RUDOR ADJUST IT

DISPLAY FIXTURES

Have you sent for your copy of our catalog and circular descriptive of Display Fixtures? DO IT TODAY.

RUDOR SWIVEL HOOK, illustrated. This Hook has a firm grip—no teeth to mar the most delicate fabrics. It is of swivel design, with or without clip for price card. Practical for general use. SEND FOR FIXTURE CATALOG.

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Gardner's Pull Tab Leather Lines

Card Cases, Bill Folds, Playing Card and Cigarette Cases. Keep contents absolutely clean. Easy to get at.

GARDNER'S HOT GOLD LETTERING MACHINES

Write for Samples and Prices

P. A. GARDNER LEATHER WORKS Inc.
709 Pine St. St. Louis, Mo.

It will pay you to get full details about our valuable and exclusive franchise

SHAW-WALKER

MUSKEGON MICHIGAN

2700 ITEMS OF OFFICE EQUIPMENT

Put CANODE Duplicator Supplies on Display

Live sales managers are developing more business now with circulars, price-lists and all sorts of duplicating machine products. Invite them to obtain their supplies from you; let us show you how to make an interesting display of CANODE Inks, ribbons, stencils, etc. Write us.

Canode Ink Co.
3005 Carroll Ave. Chicago, Ill.

The only brush that thoroughly cleans all parts of TYPEWRITERS, OFFICE APPLIANCES AND DEVICES. Typecleaning end made of stiff China Bristles. General cleaning end made of soft substantial Camel Hair. An attractive colored display card with each order. Big profit to dealers. Write for interesting prices.

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32 Years of Brush Manufacturing Experience.
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For Biggest Profits Investigate

THE ROBERTS BIG SIX

A special merchandising proposition on numbering machines backed up by the only complete sales plan ever offered for these profit-making items.

Low investment, small stock that turns over rapidly—this is the *one ideal combination for you and only Roberts has it! Greater discounts and greater profits than any other line!*

A request on your letterhead brings you full information.

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WESTERN DISTRIBUTORS
The Superior Type Co., 3940 Ravenswood Ave., Chicago, Ill.

numbering machines

WEIGEL

Gold Pen Points

are leaders in the trade, known for their perfection and first quality. Your trade gets 100% satisfaction if you use Weigel pens. You can unhesitatingly guarantee any pen point made by us. We back up our product.

Highest Grade Pen Points for the repair trade. Imprinting done on quantity lots—all standard weight and size—Manifold, Accountants and Special Points.

Send today for samples and prices. You'll be glad you did.

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MARS PENCILS

Moon	Globe Trotter	Luna
Times	Half Moon	Memphis
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J. S. STAEDTLER, INC.
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STAEDTLER PENCILS SINCE 1662

NEVER WARP DESK PAD

There is nothing quite so good as Hoffman Neverwarp blotter desk pads—firm yet yielding and restful to the eye. The leather corners give a pleasing finish and hold the blotter securely, but permit easy replacement. Be sure your stock of Hoffman pads is complete for average calls. The sixty styles take care of almost any demand.

L. HOFFMAN
145 Lafayette Street New York, N. Y.

STOP THAT EVERLASTING NOISE

Made for L. C. Smith, Remington, Royal and Underwood typewriters.
When ordering state make of machine.
Saves repair calls, does away with desk drumming, makes typewriter more quiet and snappy.
The typewriter is quickly and automatically attached and as quickly removed, without tools, from the desk.
Sold at all offices of The L. C. Smith & Corona Typewriters Inc. Ask for trial.
Dealers write for liberal proposition.

Smith Noise & Shock Eliminator
303 Kellogg Street Syracuse, N. Y.

THE GIANT $1.50

The low price "APSCO" model for pencils of various sizes and for use in the home.

AUTOMATIC PENCIL SHARPENER CO.
CHICAGO ILLINOIS

Markilo ALL-VISIBLE

Celluloid Envelopes with chemically welded seams. Shop Record Protectors, raisable faces. Loose Leaf name-line Indexers for credit and other lists. Transparent signals. Celluloid Card Cases, etc., for industrial uses.

There's a nice profit for Stationers with the Markilo All-Visible line. Write for samples and proposition. Samples, etc., on request.

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Vacationists, Too, Will Appreciate HIGGINS' ETERNAL WRITING INK

Unaffected by Summer Heat and Moisture

Rain will never wash away or smudge cards or letters addressed in Eternal. And Eternal is sunproof, heatproof, moisture proof, *—it never fades.*

You can make substantial *extra* profits by pushing Eternal for vacation use. It sells with gratifying consistency the year 'round.

CHAS. M. HIGGINS & CO.
271 Ninth St. Brooklyn, N. Y.

READEASY

World's Greatest Copyholder

Made in four standard sizes:

Desk stand	$3.00
With line guide	4.50
Elevated	3.50
With line guide	5.00

Liberal trade discount. All READEASY Copyholders shipped ready for immediate use. No adjustments necessary. Not a screw on them. Standards collapsible. Fixtures of brass and aluminum and are not affected by weather conditions.

New dealers advised to make first order on approval.

Address READEASY

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Attention—Office Supply Trade

ADD to your volume by handling Bath Room Scales. These scales are used principally by women but purchased almost entirely by men. You have business men coming into your store all the time. Display a Hanson Weigh-Master Bath Room Scale and you will be surprised how many you sell. This is a personal scale for those who value their health and demand the utmost in quality. Write today for proposition.

HANSON BROTHERS SCALE COMPANY

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A New User always smiles—a satisfying smile, too, because it's the smile of comfort. Esco chair pads bring smiles into every office. And they bring profits to every Esco dealer. Write us for full details.

ECONOMY SEAT CO.
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ESCO

MILLER BRAND

No. 583

DURALUMIN *Handle*

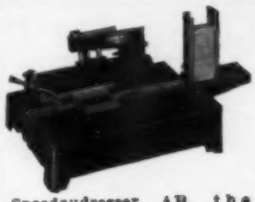
FINE STEEL BLADE

INK ERASERS

EVERLASTING — CATALOG ON REQUEST

THE MILLER BROS. PEN CO.
Formerly the Miller Bros. Cutlery Co.

305 Broadway, New York City — Meriden, Conn.



Speedaudresser AB, the hand machine.

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are still available.

SPEEDAUMAT has advantages in a one-piece address unit, low upkeep cost and compactness. In use by Prest-O-Lite, La Salle Extension University, Penn Mutual Life Insurance Company, Curtis Publishing Company, Ford, Fordson & Lincoln, Pictorial Review, Kalamazoo Stove Works.

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MARKIT TICKET PRINTER

Every Store and Stockroom should have it

For printing price tickets, numbering bins, boxes, shelves, etc.

HOLDERS MAY BE FASTENED TO ANY ARTICLE OR SURFACE: wood, glass, tin, paper, etc., by means of a lasting adhesive material furnished. Made in two sizes. Write for prices and discounts to

HANS H. HELLESOE, 2444 Ainslie St., Chicago

"Steel-Strong"

The Quality Line of Coin Handling Supplies.

4 Styles Coin Wrappers
2 Styles Bill Straps
Coin Bags—Coin Storage Trays
Coin Bag Seals - Seal Presses
Manual Coin Counters
Currency Racks—Tellers Moisteners
Handy Wrapper Cabinets

Nationally advertised in Leading Bank Journals.
Sold exclusively through dealers
Write for Catalog and Salesman's Sample Case
The C. L. Downey Co., 943 Clark St., Cincinnati, O.

THOMPSON TIME STAMPS

Record the hour and minute A.M. & P.M., firm name and character of the transaction—such as Received, Sent Out, Started, Finished, etc.

MODEL A
Prints on Top of Paper

MODEL B has the Thompson one-piece bed plate.

TELLS WHEN THINGS HAPPEN

Special Seth Thomas Movement with Jeweled Balance. No soft metal used in construction. Used by prominent firms all over the world.

Repeat orders will follow the first sale. Write for folder 5

THE THOMPSON TIME STAMP CO., Inc.
240-2 West 23rd Street — New York, N. Y.

AMES Advantages

Vol. 1 AUGUST, 1928 No. 5

YOU won't fail if you don't handle Amestyle Envelocks, but you will miss an opportunity to get a "leader"—a specialty number that pays repeat profits—and shows the way to new business on your other lines.

Amestyle Envelocks are the only ones of their kind. Banks and Offices use them in quantity for registered mail service, and the reason is—they save work and overtime in the mailing department, save 2c and more for postage alone on every envelope mailed, eliminate the use of sealing wax, and they save money.

How can any bank or office executive overlook such a combination of money-saving features? How can YOU overlook the sales and profit-bringing possibilities of this number? Don't wait too long to ask for the facts—open territories are closing fast. Why not act today? You should see a sample, at any rate, if you are in business for profit.

AMES SAFETY ENVELOPE CO.
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DEALERS WANTED

for a patented typewriter cushion key, with advantages and merits no other key possesses. You'll get MORE key business by selling

The Master Key

(No rubber to wear out)
Write for Samples and Prices.

Speed Key Mfg. Co., Inc.
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EXTRA—*Just out!*
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24 pages full of information. . . Information and Prices on all makes of Typewriters, Adding Machines, Calculating Machines, Duplicating-Addressing-Folding-Ma-chines, etc.

Write, Phone or Wire for your copy today!

RELIABLE
Typewriter & Adding Machine Corp.
"All That the Name Implies"

170 W. Washington Street, Chicago, Ill.

MEET THE DEMAND
Profitably

In Apex, Summit, and Xtragood, the dealer has three qualities of ribbons and carbons to offer customers which cover the whole gamut of demand. In the supreme test of use, Union Ribbons and Carbons are in the front ranks, continually creating profitable business for Union dealers. Do you wish to meet the demand—*profitably?* Write us.

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Front and Laurel Streets
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Kobler Copyholder with Liner
Patented!
Keep it right in sight!
Drop it down in your desk.
One model for all purposes. Retail $9.00 f. o. b. New York Attractive discount for dealers.
Write for literature
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Dept. A.
11 W. 42nd Street
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SO-EASY MOISTENER. Profits for Dealers

Sold Everywhere

In every office you will find a prospect. Used by Sears Roebuck, Montgomery Ward, and in thousands of small offices for stamps, envelopes, labels, counting money. Simple, durable, speedy, handsome. Price $1.25.

Special to Dealers: I will send you one or a dozen moisteners on approval to prove, at my expense, that these are good sellers.

A. MOHLER
Mfr. of E. F. Index Tabs, So-Easy Ledger and Moistener.
416 S. Dearborn St., Dept. B Chicago, Ill.

AZORA

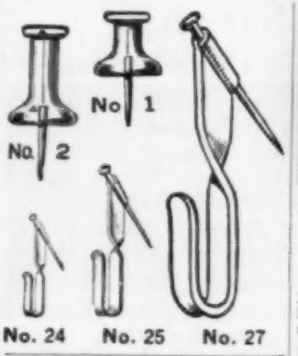
Azora air cushions and twirlers, two highly practical accessories, are making typewriting easier for thousands of users. Sales, both new and replacement, are large. Write for prices and discounts.

AZORA RUBBER CO.
54th and 29th Streets,
CICERO, ILLINOIS

Above THE AZORA TWIRLER RING

Below THE AZORA AIR CUSHION (Cross-Section View)

PAT. DECEMBER 21, 1916



Moore Push-Pin Co.
(*Wayne Junction*), Philadelphia, Pa.

The Original
Strong Glass Heads
Strong Steel Points
Moore Push-Pins
To Hang Up Things
27 Years Nationally Advertised
Used in Homes Everywhere

Moore Push-less Hangers
For Heavy Pictures Etc.

Handy 10c Pkts.

Send for illustrated folder and Price List including Thumbtacks, Maptacks, etc.

The Profitable, Dependable Kinds That Your Customers Expect

One Set or Ten Thousand Sets He Got it . . .

A customer writes: "We'll need another Special Index job, same as last. Your *Quality* and Price are right—can you guarantee the same *splendid service?*"

Is your Index problem a complex one!

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521-523 West Monroe Street, Chicago
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THE WONDER TYPE CLEANER

Brings Repeat Business

Assures neat, clean typing and carbon copies. Just apply with dauber and the type is cleaned instantly. Does not evaporate.

We furnish free advertising aids to our dealers.

Individual bottles to retail at 50c and 75c. Also pints, quarts and gallons. Liberal discounts to dealers. Write us today.

THE CLAROTYPE COMPANY, Inc.
16-J Hudson St. New York

A. W. FABER Thin COLORED LEADS
Red, Blue, Green, Purple, Yellow, Brown and White
THE TRIUMPH OF EXPERT LEAD MAKERS

No other lead in the world is like it.

Into this brand is concentrated the skill and experience of the oldest lead mills in existence.

ORIGINAL — DURABLE — UNIFORM
Remember: Sufficiently firm to withstand writing pressure

A. W. FABER, Inc., Newark, N. J.
"Pencil Factories Established in 1761"

WESTON
LEADERS IN LEDGER PAPERS

The ledger papers made by this company are the standard by which others are judged

Byron Weston Company
Mills at Dalton, Massachusetts, U. S. A.
WRITE US FOR SAMPLE SHEETS

The DE LUXE *Panel Desk Pad*

Has a smooth, even writing surface with felt back and ends of top grain Eagle-Ottawa leather. Size 20x36. A handsome article that retails for $6.

IDEAL *Linoleum Tops*

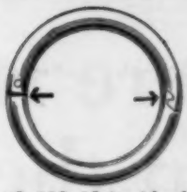
Made of brown and green desk linoleum and cut to size for tops of desks, tables and other office equipment. These tops give finest quality at lowest prices. Immediate delivery guaranteed. Liberal dealer's discount.

IDEAL LINOLEUM TOP CO.
109 W. Austin Avenue Chicago, Ill.

Loose Leaf Rings

Brass Nickel Plated

Open Easily, Close Securely



Five Sizes

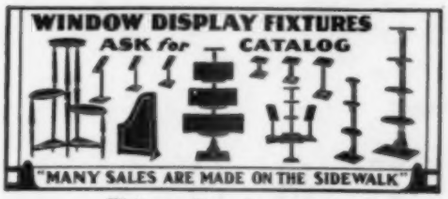
No Large Joint to Tear Paper

½", ¾", 1", 1½", 2" inside diameters
for loose leaf books, binding reports, blueprints, etc.

Write for information on our line of ..... Loose Leaf Metals

The E. W. Carpenter Mfg. Co.
Bridgeport, Conn.

Displaymen Like Our Fixtures



Write on Your Letterhead

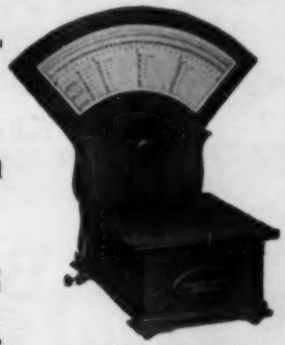
The Oscar Onken Co., Cincinnati, O.
No. 624 - 4th Street

NEW AIR MAIL RATES
In Effect Aug 1, 1928

Triner models now equipped with charts showing new rates

See Post Office Bulletin or write us about postal rate reductions and greatly expanded mail service

TRINER SALES CO.
53 W. Jackson Boulevard
CHICAGO, ILL.



4 lb. Allmail Computing Automatic Scale.
For mail and parcel post.

"M.B."

To us "M. B." stands for "MON BUREAU"
To you "M. B." stands for "MORE BUSINESS"

This business magazine is the most valuable medium for you if you want to sell your goods in France. And why should you not? Don't you know that American goods and especially Office furniture and modern office appliances are very popular and much needed there?

M. B. claims to be the most valuable advertising medium in France as far as business circles are concerned. This is a very logical and simple proposition; M. B. has been the first publication to advocate modern business methods in France. So it's no wonder if it is read practically by every progressive firm in the country. Not only is it read, but it is carefully kept for reference and this accounts for the wonderful selling power of its publicity.

MON BUREAU is particularly fitted to render you signal services if you wish to extend your trade on the Continent of Europe, in France, Belgium, Switzerland, Spain, Italy and Rumania.

Ask for free copy. It is very likely to mean a most profitable turn in your affairs.

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American Manufacturers of Business Equipment and Supplies can reach the best buyers in the business field through the columns of BUSINESS, the Journal for the Man of Affairs.

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Full particulars upon application to the

Advertisement Manager

B U S I N E S S

43/44, Shoe Lane, London, E. C. 4

The leading trade paper

for the office equipment industry in

Germany

BBR

"Büro-Bedarf-Rundschau"
(Office Equipment Review)

Founded and Edited since 1908
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Issued Weekly
Circulation in all German Speaking Countries

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Specimen copy free

Büro-Bedarf-Rundschau

Berlin-Charlottenburg 5
Germany

HOTCHKISS

Model 1—The standard universal Hotchkiss Paper Fastener. Used wherever papers must be fastened together. Binds up to 25 sheets. Guaranteed non-clogging with Hotchkiss Staples.

"Model One"

The Leading Paper Fastener

THERE is a Hotchkiss Automatic Paper Fastener for every paper fastening need. But *every* business should have Model One.

Hotchkiss Model One is the standard paper fastener for everyday general use. It is small, neat, easy to handle, quick acting and, like all Hotchkiss models, absolutely sure in operation. It is economical to buy and to use. It is "fool-proof" and satisfies most average requirements by binding securely up to 25 sheets of paper.

You can recommend Hotchkiss Model One with every assurance that you are offering the best all-purpose paper fastener on the market. You can sell it with perfect confidence in its satisfaction-giving ability—knowing that it will do more thngs and do them better than any other fastener of its kind.

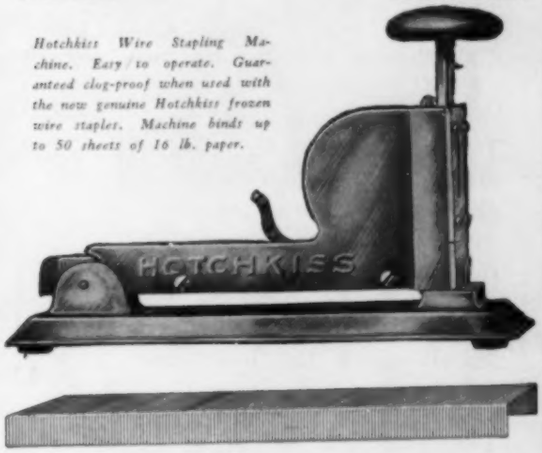
You know the name "Hotchkiss." So do your customers. It is the mark of leadership in paper fasteners. It represents opportunity. Feature it along with Model One in all your selling efforts.

THE HOTCHKISS SALES COMPANY

The world's largest makers of paper fastening machines and staples.

Norwalk **Connecticut**

Hotchkiss Wire Stapling Machine. Easy to operate. Guaranteed clog-proof when used with the new genuine Hotchkiss frozen wire staples. Machine binds up to 50 sheets of 16 lb. paper.



The new Hotchkiss wire staples are preformed and "frozen" into a strip of 250 staples by a special process.

STAPLING MACHINES

JA-ME-CO

STOCK AND SPECIAL STEEL EQUIPMENT

The popularity of JA-ME-CO equipment is reflected in the constantly increasing demand and repeat orders from satisfied customers.

Dealers are invited to write for catalog and information on our sales policy.

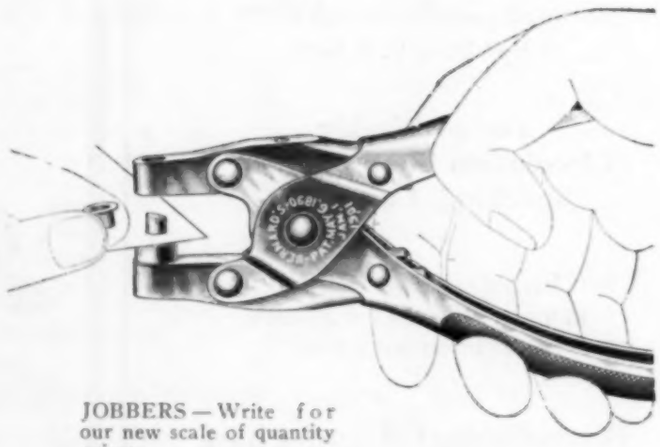
Jamestown Metal Equipment Co.
JAMESTOWN, N. Y.

Now Manufactured as BERNARD No. 180

THIS time-tried punch which, for 20 years, has been manufactured by The Wm. Schollhorn Co., under private brand, will now be sold direct to the trade by the above company under the well-known trade name, BERNARD.

Ample stock will be maintained at all times for immediate delivery.

This tool will be packed as heretofore, in individual boxes with eyelets.



JOBBERS—Write for our new scale of quantity prices.

THE WM. SCHOLLHORN CO., NEW HAVEN, CONN.

The Silent Salesman that Does Sell!

Many stationers throughout the country are voluntarily writing to us in praise of the splendid work this new B & P Silent Salesman is doing for them. They consider this Silent Salesman one of the best investments they ever made, because it is getting new business for them.

And no wonder it accomplishes that, for this Silent Salesman Metal Display Case is attractively finished in olive green and stamped in black and gold. Its showy elegance attracts and adds prestige, while the easy accessibility to the B & P Memo Books displayed therein, makes buying easy on the part of the customer.

This Silent Salesman is FREE

with an order for Standard B & P Memo Books amounting to $120 list value. The display case accommodates 174 Memo Books.

It will add dignity to your store and bring to you a constant stream of new profits. You **need** it. Send your order today, or write nearest representative for further information.

BOORUM & PEASE COMPANY

P. O. Box 272, City Hall Station, New York City

New York Store 349 Broadway — **St. Louis Office** 212-214 So. 7th St. — **Boston Office** 29 Otis Street — **General Offices** 84 Hudson Ave., Brooklyn — **Chicago Office** 500-532 So. Throop St., at Harrison

BUSHNELL

Expanding Wallets

to hold and protect papers for all purposes:

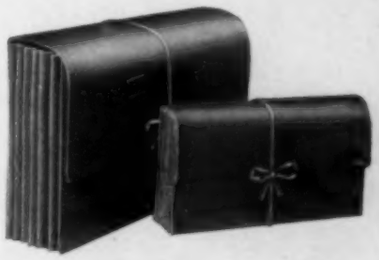
Club
Bonds
Music
Church
School
College
Insurance
Mortgages
Income Tax
Tax Receipts
Household Bills
Building and Loan
Personal Correspondence

"Paperoid" of which the Bushnell Expanding Wallets are made, is a long fibered hemp rope paper; *it's tough—and hard to wear out.*

Many sizes are carried in stock for your convenience:

4 x 7½	5 x12	9 x14
4 x 8½	6 x 9	9½x14¾
4 x 9½	6 x11	10 x15
4¼x10¾	7 x11	10 x16
4½x11	7½x11½	11 x17
5 x11	9½x11¾	11¼x14½
	12x18	

With 1¾", 3½" and 5¼" expansions, standard five piece construction lined back and front, wide flap and tape to tie.



Bushnell Expanding Wallets

Alvah Bushnell Company

13th and Wood Streets — **Philadelphia**

Makers of Vertex **Expanding File Pockets**

Quick Sellers! / Terrell Counter Height Cabinets

Reaching the pocket-nerve of your customers is not a difficult problem if the merchandise is *right*, and the price is *right*. Terrell Counter Height Cabinets fit both requirements.

Big storage capacity plus a practical economical counter besides — that's what Terrell Counter Height Cabinets mean to your customers. They do double duty and pay for themselves over and over. And that means good business for you.

This Catalog has a real place in your business, write for a copy today

Our catalog is full of good storage equipment pointers. You owe it to yourself to drop us a line for a copy. Suppose you do that now.

TERRELL'S EQUIPMENT CO., GRAND RAPIDS, MICHIGAN

Terrell Counter Height Cabinets in Use

SCHWAB

Three days after the fire

We opened the safe and all the papers and books were in perfect condition, wrote the Farmers Independent Thresher Company, Inc., Springfield, Illinois.

It was a hot fire, too—in a five story building. But three days after it was possible to open the safe, and the contents were in perfect condition.

Schwab safes afford a margin of protection unsurpassed. Schwab safes and the Schwab sales plan are a good combination for good dealers. Full details, without obligation.

The
Schwab Safe Co.
Lafayette, Ind.

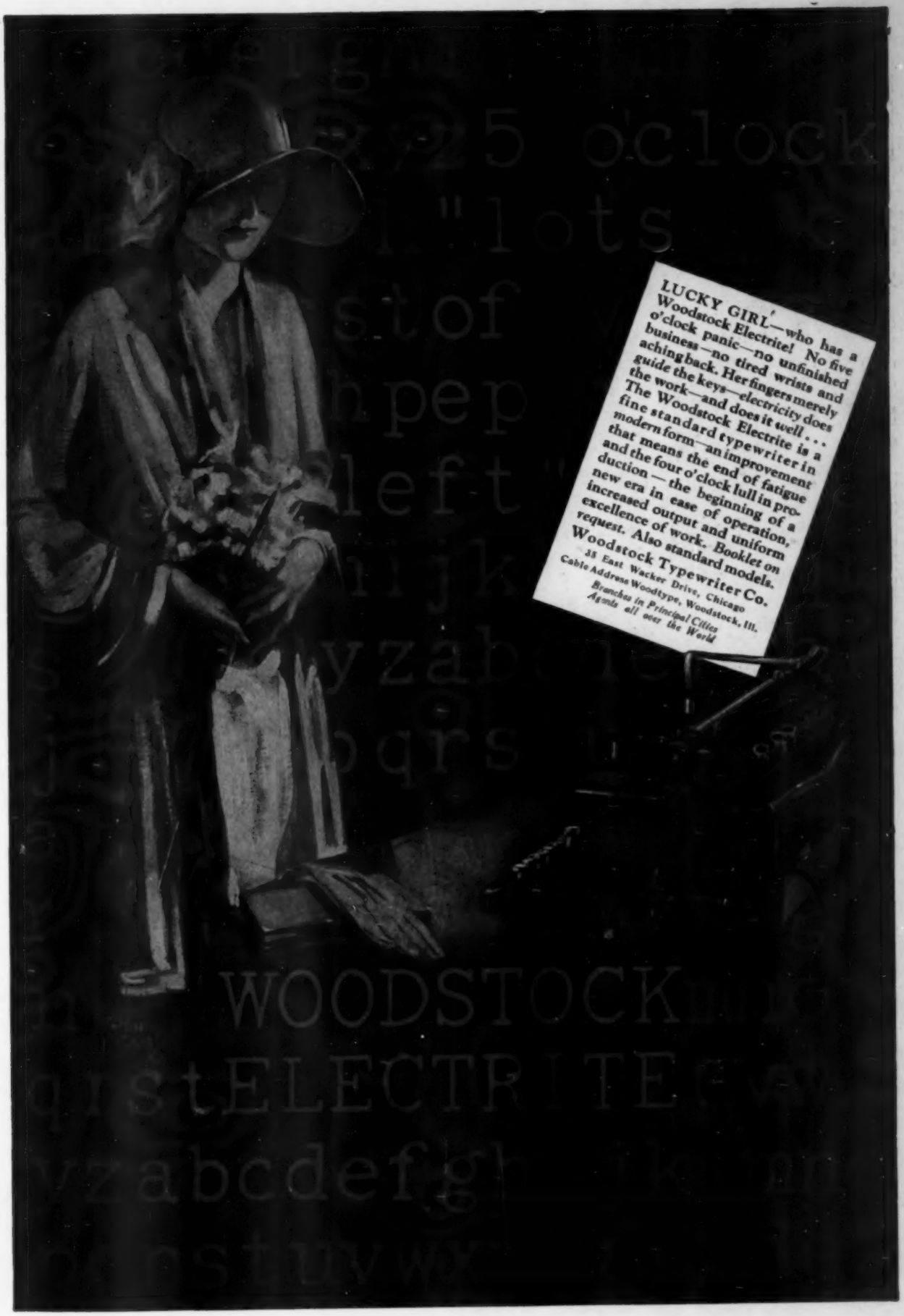
Burroughs

Portable Statement Machine

Adds debits, subtracts credits and prints dates—the latest addition to the line of Burroughs Portable Machines. Has wide carriage, full visible keyboard and is operated with one hand. Backed by Burroughs guaranty and world-wide service.

BURROUGHS ADDING MACHINE COMPANY
DETROIT, MICHIGAN

Other Factories in Nottingham, England and Windsor, Ontario
Sales and Service Offices in All Principal Cities of the World


LUCKY GIRL—who has a Woodstock Electrite! No five o'clock panic—no unfinished business—no tired wrists and aching back. Her fingers merely guide the keys—electricity does the work—and does it well . . . The Woodstock Electrite is a fine standard typewriter in modern form—an improvement that means the end of fatigue and the four o'clock lull in production — the beginning of a new era in ease of operation, increased output and uniform excellence of work. Booklet on request. Also standard models.
Woodstock Typewriter Co.
33 East Wacker Drive, Chicago
Cable Address Woodtype, Woodstock, Ill.
Branches in Principal Cities
Agents all over the World
WOODSTOCK
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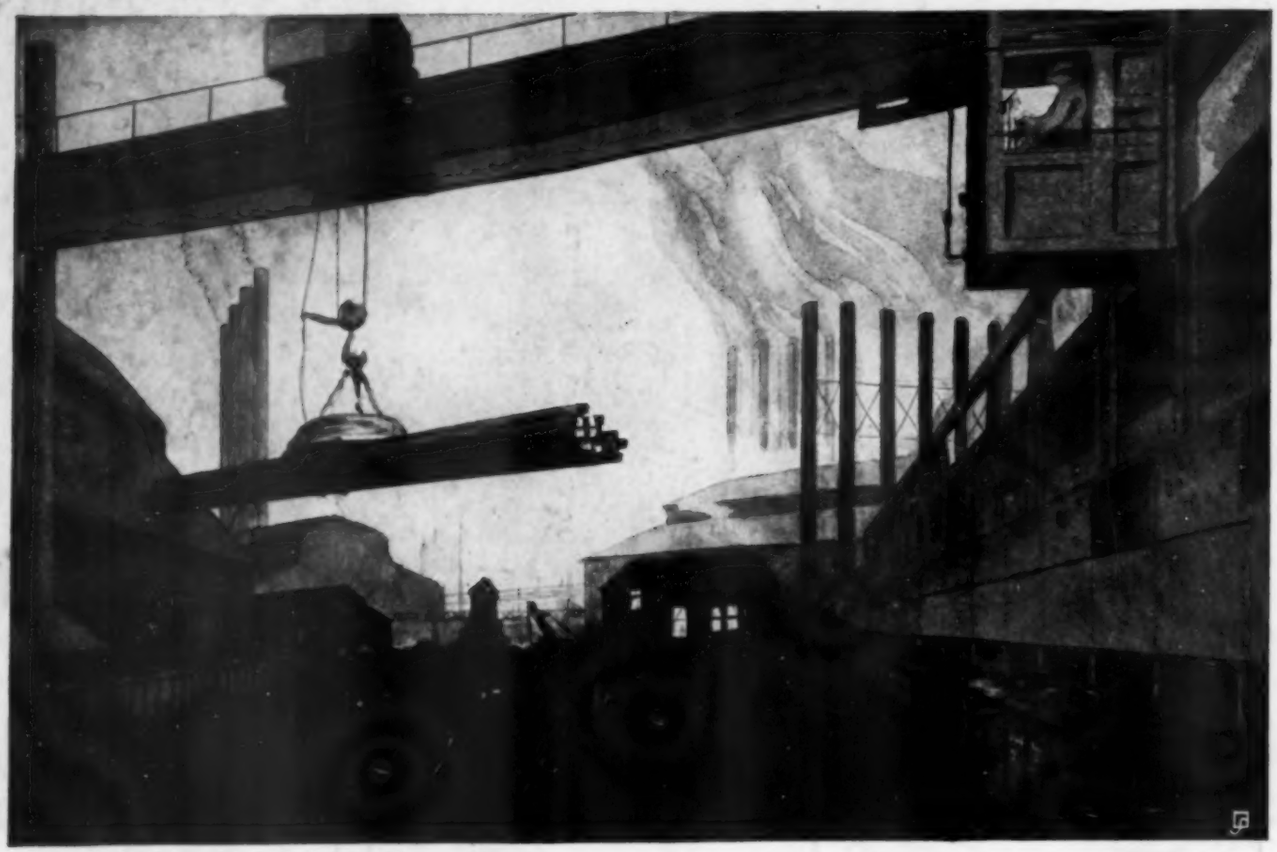

IN INDUSTRY

MATCHING turn of wheel with tap of key . . . recording and making possible Industrial Progress in every civilized country . . . the Underwood Standard Typewriter has done its work so well that it has been chosen by the majority. ¶ No matter what your typewriter needs may be there is an Underwood that will satisfactorily meet your requirements. ¶ Ask our nearest representative to demonstrate the Underwood — the machine that Speeds the World's Business.

UNDERWOOD

The Machine You Will Eventually Buy

· · NEARLY 4,000,000 NOW IN USE · ·